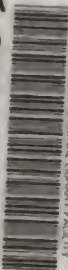


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A Guide to the
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Modern Business

A Series of Texts
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Modern Business Course and Service



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Advertising Principles

By

Herbert F. DE Bower

Vice-President and Chairman of the Executive Committee
Alexander Hamilton Institute

Modern Business Texts

VOLUME 7

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PREFACE

Advertising as a means of "public utterance" has been practised for ages. Only recently, however, has advertising become an important factor in business. Its possibilities first began to be appreciated when increased production demanded more effective and far-reaching methods of distribution. Widening markets, perfection of the printer's art and the reading habit have brought advertising to its present state of high development.

Advertising is indispensable to modern business. Just as oxygen is one of the necessary component parts of the air which sustains life, so advertising has become one of the vital forces that sustains business. It not only breathes the breath of life into business, but it develops and regulates the wants, the habits and the life of the individual. It is largely responsible for the culture and refinement of present-day civilization.

In this Text the author has endeavored to organize and classify the principles on which the new science is founded. It is hoped that the business man will find these fundamentals of practical value in planning, creating and supervising his advertising. The application of the principles, or the art of advertising, is fully treated in a later Text.

In the preparation of this Text thanks are due to the successful users of advertising and to advertising specialists, many of whom were consulted and who freely contributed the results of their experience.

Especial thanks are due *Printers' Ink* and *Advertising and Selling*, thru whose courtesy valuable material has been obtained.

Thanks are also due Mr. William G. Clifford, who has rendered valuable assistance, drawn from his wide experience in handling advertising for many successful institutions, as well as editorial connection with many business magazines, and to Mr. Benjamin Sherbow, expert on type arrangement.

Acknowledgment is also made to Elon G. Pratt, formerly Vice President of Collin-Armstrong, Inc., Advertising Agents, for valuable assistance rendered at all stages in the preparation of the Text.

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HERBERT F. DEBOWER.

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ADVERTISING PRINCIPLES

CHAPTER I

ADVERTISING A CONSTRUCTIVE FORCE IN BUSINESS

1. *What advertising has done.* — In the business world of today advertising is a constructive force of the first magnitude. It is so recognized, not only by business leaders, but by economists and political thinkers as well. Yet the rapidity of its development has been so breathless, it has assumed so many different guises and produced such varied and sometimes such amazing results, that we have scarcely had time to discover its true proportions. We have been blinded, too, by its fascinating technique, to the big idea behind it. In approaching the subject for serious understanding, it should therefore be our first task to acquire the larger vision, to see advertising as a whole, to estimate its place in the world of business and in the larger world of social consumption which business serves.

The present is distinctly an advertising age. Advertising regulates our habits, customs and mode of living. It establishes our wants, conveniences and comforts. It meets our every requirement and is constantly suggesting new ways of being helpful.

2. *Business man and advertising.*—We are unconscious witnesses to its power. Take for example, a day out of the life of a substantial business man. He awakes to the cheerful chimes of Big Ben after a night of “real, restful rest on steel feathers” and an Ostermoor, sheds his Faultless pajamas at the tub’s edge to take his Kenyon Needle Shower, assisted by the soap that is “99⁴⁴/₁₀₀ pure.” Follows a brisk minute with Prophylactic brush and Pepsodent paste to remove the “film that clouds” the teeth. Refreshed and invigorated, he completes his toilet by softening his beard with “Jim Henry’s” cream, removing it with his Gillette, Autostrop; or Eveready safety razor, and dusting his face afterward with Colgate’s or Williams’ talcum powder. Then he wriggles into his B. V. D.’s or Munsingwear, draws on his Phoenix, Interwoven or Holeproof socks, fastens them up with Paris or Boston garters, slips on his McElwain, Regal, or Douglas shoes with O’Sullivan Heels attached to “lighten the day’s shocks,” and after putting on numerous other pieces of nationally advertised wearing apparel, including a Hart, Schaffner and Marx or Royal Tailored suit, is ready for breakfast.

The repast probably consists of a Sunkist orange, some Cream of Wheat or Quaker Oats, and a slice of the “Ham what am.” He sweetens his Yuban coffee—unless “there’s a reason” for Postum—with Domino sugar taken from a Gorham sugar bowl with a Community spoon. He glances at his Hamilton or Gruen watch, lights his Ricoro or a Chester-

field "that satisfies" and then sallies out upon the street to his Cadillac or Hudson, which whirls him away on Kelly-Springfields over a Tarvia-treated road to his factory, built by Stone & Webster or Aberthaw, equipped with Fenestra windows, or "WindoWalls" and scores of nationally advertised devices for use and comfort.

Whisked upstairs on an Otis elevator, he enters his office. Linoleum or Congoleum is on the floor. He walks up the aisle between rows of Macey office furniture to the accompaniment of a battery of Underwood and Remington typewriters. The morning's mail, opened by an O. K. Machine, lies on his desk. As he reads it he makes notes with a Venus or Ever-sharp pencil, calls for data from the Yawman and Erbe files, that are "built like a safe," and then puts in an hour on the Dictaphone. He transacts important business over the American Telephone and Telegraph wire. Moving about the office, he sees a National Cash Register at work in the cashier's cage. A Burroughs Adding Machine is a feature of the billing department. Western Electric fans cool and freshen the air and Mazda globes illuminate every nook and corner.

At every turn in his business life, in brief, nationally advertised facilities sustain and assist him.

And to such a day succeeds a similar night. If he stays at home, he reads, perhaps, a dozen pages in his Modern Business Course or a technical volume out of the International Correspondence Texts, or spends

an hour or two with the Encyclopedia Britannica, consulting from time to time the Webster's or Standard dictionary at his elbow. From the other room come to him the Victrola's strains, or the notes of a Chicker-ing or Steinway Grand, or, still again, the sound of young voices singing the last Remick or Feist song. If he spends the evening out, he may take in a Paramount picture. Returning, he lets himself in with a Yale latch key and an hour later is taking the full count in his Simmons bed "built for sleep."

3. *Farmer a great beneficiary.*—The business or city man is not the only beneficiary of the advertising development. Look at the farm. To the long advertised labor-saving implements of the National Harvester Company have been added many other devices. The up-to-date farmer with Delco electricity, milks with a Sharples milker and "separates" with a De Laval separator. He plows with a Deere plow hitched to a Wallis tractor. So it is thru a long list from stock feed to harrow and cultivator and from gas engine to silo; all are trademarked and nationally advertised time-savers and life-savers. They have freed the farmer from a life of endless toil. They have given him leisure and provided the means to enjoy it.

4. *Housewives' labor lightened.*—Look, too, at the farmer's wife and, for that matter, every housewife. Her drudgery, too, is ending. From being a slave to housework, she has become a queen over it. For her the first day of the week is no longer Blue Mon-

day, thanks to her Thor Washer. Tuesday is no task with a Simplex Ironer or Hotpoint iron. Wednesday's baking is done on her "Kalama-zoo—direct to you," or in her Duplex Fireless Cooker and managed from her Hoosier Kitchen Cabinet. Thursday's sewing—well, the old-fashioned day of sewing and mending no longer seems necessary; every woman uses nationally advertised goods: her clothes apparently wear like the Deacon's One Hoss Shay and when they give way, give way altogether. Friday's cleansing is the work of a few hours with the Eureka Vacuum Cleaner and O-Cedar Mop, No-dust, Liquid Veneer, and a score of soaps. Saturday, best of all, is no longer the day of marketing; in most cases the housewife merely orders by trade name. In short, thanks to national advertising, she, too, like the farmer, is learning what it is to live.

5. *From the cradle to the grave.*—It is the same story from the cradle to the grave. Young America takes his first independent nap in a Kiddie Koop on Stork Sheeting; between doses of Mellin's Food or Horlick's Malted Milk, he "eries for Castoria"; he graduates into Koveralls or Kaynees, plays with Gilbert "toys that are genuine," is soothed with Pond's Extract or patched up with Newskin or J. & J. court-plaster when he takes inevitable headers from his Kiddie Kar.

He grows up, goes to an advertised university like Cornell; and plays with Spaulding baseballs, and Wright and Ditson tennis equipment, visits the young

ladies with a box of Whitman's or Page and Shaw's under his arm; and becomes engaged and married with Tiffany rings. By this time, of course, he is a young business executive. He writes advertising letters and reads them. He sends and receives advertising catalogs. Altho he is seldom conscious of the fact, advertising in some way ministers to almost every want and thought. And so it goes until he passes beyond the reach of most advertising and is laid away to rest in a Crane & Breed Casket under floral emblems provided thru the Florists' Telegraph Delivery Service, National Floral Corporation.

The traveler—and nowadays everyone travels more or less—has the same universality of advertised convenience thrust upon him. How much of its development does not every large city owe to advertising? Take, for example, the greatest city in the world, New York. It has become such largely as the result of well-directed publicity. A minute's sightseeing trip will prove it. Start at 26 Broadway the home of Standard Oil. Their advertising appropriations for Socony and Nujol and other products are among the very largest. A little further on we see the giant Equitable Building; Waterman's, the home of the fountain pen; Woolworth's, headquarters of the five- and ten-cent stores; the Postal Telegraph Building; Alexander Hamilton Hall, the "home of better business"; Wanamaker's, the Metropolitan Tower, Altman's, Tiffany, Æolian Hall, and hundreds of other business institutions that have been made nationally

known by advertising. The Great White Way is an advertising way. In short, without advertising, New York would have been very far from being what it is today.

A similar experience greets us when we go farther afield. Suppose we take a cross country hop in a Curtiss Aeroplane, starting west from New York. Up the river we find the Arrow Collar factories, the General Electric works and the American Locomotive Company. Further west, the Beechnut and Kodak centers. Still further west, the home of Larkin's Soap. Further south lies the plant of "57 varieties." The string of buildings at Dayton is where they make the National Cash Registers. Nearby is Akron, city of advertised tires. Northward, we reach Detroit, the automobile city of a million, and Chicago, where the large mail order houses, the stockyards, Old Dutch Cleanser, N. K. Fairbank and Quaker Oats are located. And we are hardly started. East and west, north and south, the land is dotted with communities large and small which would collapse almost over night if advertising-made markets should fail.

6. *Advertising as a measure of civilization.*—The MODERN BUSINESS Text has pointed out that as civilization advances man's wants multiply. They grow thru education, and the vehicle of that education is advertising. It is not mere coincidence that the development of advertising has gone hand in hand with the growth of wealth and prosperity in the United States. The United States is the richest country in the world.

It contains only five or six per cent of the world's population yet it produces thirty-five per cent of the world's manufactured goods. We manufacture eighty-five per cent of the world's production of automobiles, we produce a billion dollars worth of moving pictures, forty per cent of the talking machines and musical instruments, about seventy-five per cent of the office equipment devices, and from France we have captured so much of the powder, perfume and rouge business that last year it amounted to three-quarters of a billion dollars. All of these industries employ the selling assistance of advertising.

Unquestionably, the United States is one of the most highly civilized nations in the world. By the same token it is the greatest advertising nation. Is there no connection between the billion dollars and more that last year were invested in advertising to quicken business and the countless evidences of comfort and culture that only business can provide? Pick out a country that is still comparatively in the dark ages, as China, and we see a country where there is no advertising. As advertising develops there is an advance of modern civilization.

7. *Advertising a benefit, not a hindrance.*—It is almost a self-evident truth that an institution can grow big only as it serves a human want. This in itself should be enough to silence those who deem advertising parasitic. But there is also an abundance of concrete evidence to support a conception of the service nature of advertising and it will not be time wasted

to cite a few instances of the kind which make most impression on the business man.

By means of advertising Kellogg's Toasted Corn Flake Company was able in a few years to double the size of its package and at the same time cut its price in half. Twenty-eight years ago the popular Ingersoll watch sold unadvertised at \$1.50; after two or three years of advertising a very much improved model entered the market at \$1 where it remained until the war forced it up again. The first small Kodak sold in 1890 at \$25; a much finer product today retails at \$10. Thirty years or so ago men's collars were fifty cents a piece and just before the war were two for a quarter.

The first Carborundum brought \$880 a pound and sold by the carat—now it is 16 cents a pound and is sold by the ton. These are only a few of a countless number of instances in which advertising has served the public. The reason is plain. The only way to make things cheap is to make them in large quantities and the only way to dispose of large quantities quickly and economically is by means of advertising.

Test the social service of advertising in another way. Take a list of nationally advertised products and compare their present prices with those that prevailed before the war. It will be found that in practically every instance there is either no increase in price, or else one that is extremely slight in relation to the cost of material and labor. Wrigley's Gum that is advertised at "Five cents before the war—dur-

ing the war—and after the war” moves in the same company with Everready, Gillette, and other razors, with the Life Saver candies, Gold Dust soap powder, Babbitt’s Cleanser, Kellogg’s Toasted Corn Flakes, Coca Cola, and others. Even when the prices of trade-marked and advertised goods went up, these prices generally lagged far behind the general price advance. On account of the very size and stability of their business, so largely due to advertising, the companies could hold on longer at the low levels, and they had every inducement to do so in the standard, advertised prices at which they had been sold.

8. *Advertising needs a sound proposition.*—We have seen the enormous extent to which our lives are influenced by advertising. We have regarded advertising as a social service. That the thousands of enterprises built up by it could not possibly have prospered unless the method were at bottom a sound one is likewise no less evident. This brings us to the last consideration in our preliminary survey of the subject: Advertising is a business force that will produce profits when it is harnessed to a sound proposition and operates as a force that will produce normal conditions. Soundness of proposition is indispensable. Advertising alone does not make a business any more than clothes makes a man. But advertising, like clothes, does a very great deal in the way of widening opportunity and promoting good will. As the list of even the few advertised goods mentioned forc-

bly suggests advertising has helped thousands of enterprises to realize their possibilities. In the case of mail order—and more than six per cent of the entire retail business of the country is said to be done by mail order—it is the sole sales dependence.

The public likes to dwell on the marvels of advertising, and of marvels there have been many. The names of hundreds of concerns are on our tongues that by means of advertising have leaped into fame and fortune almost over night. Wrigley's Spearmint gum, G. Washington Prepared Coffee, "Thermos the Bottle," Holeproof Hosiery, Pyrene Fire Extinguisher, De Long's "See that hump" hook and eye, Kohinoor dress fastener, Hamilton watch, Prince Albert and Velvet tobaccos, Fatima and a countless number of cigarettes, Keen Kutter saw, Iver and Johnson's "Hammer the hammer" revolver and the recent experience of two young men who bought up a candy known as Crane's Life Saver for \$2900, popularized it by advertising, and seven years after their start they were able to invest half a million dollars a year in the same way—all these are spectacular illustrations of the large part which advertising has played as a marketing method.

But large as the part was, it was, after all, a part only. Every one of the products named was and is a meritorious product. It was being distributed on sound principles, it had already demonstrated the existence of a demand for itself, before being adver-

tised. The possibilities for great success were latent in all these propositions. What advertising did was to open them up.

This is not all there is to advertising. In many instances it has not merely expanded a business—it has revolutionized it as well. Some of the most widely used articles of today began as mere side lines. Campbell's Soup was originated in a factory making miscellaneous canned products, chiefly beefsteak ketchup; today it is virtually the whole business. B. V. D. was brought out by a firm making overalls, working shirts and heavy underwear; advertising put it in the front of the underwear market. The Ingersoll watch grew out of a miscellaneous mail order business. Mennen's Talcum Powder, Daggett and Ramsdell's Cold Cream, Pompeian Massage Cream, all began as side lines of drug stores. Diamond Dyes, grew out of a wholesale drug business and dropped it later. Daniel Low, while a local jeweler in Salem, Massachusetts, advertised a souvenir spoon, and today has an international mail order business. Three-in-One Oil was first a varnish company's side line; advertising made it a unique and highly successful specialty. Holeproof Hosiery was devised by a factory when the market for its woolen gloves and mittens temporarily failed.

These and many other articles were the humble Cinderellas of their respective businesses until advertising, like the fairy godmother, came to raise them. The parallel, however, is a shade too fanciful. Ad-

vertising's magic consists only in its ability to speed the advertiser along what proves to be the line of least resistance. Not every business can be successfully, or at least notably advertised. Not every line or article can be turned into a household name. But every house can, if it goes about it intelligently, develop some article or service that many people want. And so it was in the case of all these lines that began small and became great.

Advertising, consequently, should be studied by the business man, not as a miraculous power, but as a constructive business force which operates in accordance with economic laws. We do not know all of these laws, any more than we know all that is to be known about any other department of knowledge. But the fundamentals at least, of advertising have been learned and on this foundation the experience of thousands of successful advertisers is raising a structure of standard practice. Advertising is a part of the nation's business, and every business man should know something about it, as he also should know something about accounting, finance, investment, sales and production. He need not stuff his mind with all the many odds and ends of advertising, however interesting they may be. The great profit to himself and his business will come in absorbing its purposes, principles, important practices, and present tendencies. These are discussed in the following pages.

REVIEW

Take two or three magazines and newspapers and check the advertisements of goods you use or in any way come in contact with.

Go thru a day in imagination without making use of or being influenced by any advertised article, service or material.

Make a list of the reasons why you buy advertised goods, services and material and why you think other people buy. Make a list of the reasons why you think business houses advertise. Keep both lists until you finish reading this volume and criticise in the light of what you may have learned.

Make a note of several unadvertised articles that you think might be advertised successfully. Keep this list, too, for subsequent criticism.

CHAPTER II

FUNDAMENTALS OF ADVERTISING

1. *Advertising is an economic service.*—Pig iron has only a potential value until converted into a finished product by manufacturing. Likewise a finished article, ready for distribution, has only a potential value until the public is aware of its existence and educated to its use.

Advertising is called upon to acquaint the consumer with the goods he wants to buy and in the work of promoting the sale, advertising serves both the buyer and the manufacturer.

It serves the consumer in five distinct ways.

2. *Assists intelligent selection.*—Advertising educates the public to quicker and more intelligent selection of goods on the competitive market. If the buyer does not know the relative claims or merits of the competing products, if he does not know where to find them, or if he is in ignorance of the competing prices, he cannot effectively utilize either his time, his means, or his selective ability in buying. Not knowing prices, he cannot buy as cheaply. Not knowing qualities, he certainly cannot find the best.

3. *Improves the quality of goods.*—Before we put our best foot forward, we have our shoes shined. We

do not brag about our faults. Before the advertiser tells the world about his goods, he makes sure that his goods are right. If they are not right, he doesn't advertise. Consequently an advertised product is apt to be a good product and manufacturers who want to take advantage of the great power of advertising, must meet competition with a sound claim to the superior quality of the goods he has to sell. The consumer lets advertising divide the good from the bad. That saves him both time and money.

4. *Gives new comforts and luxuries.*—Advertising has brought new products to the consumer's attention and taught him to use them. In most cases, these products have added to the consumer's health, welfare and happiness. Soap, shower bath and bath-tub manufacturers have taught the value of cleanliness in preserving the health; advertisements for tooth-brushes and cleansers have emphasized the necessity for care of the teeth. The makers of food preparations have exposed many popular fallacies about eating coarse and unwholesome food, and they have spread abroad much information on the subject of pure food and sanitary cooking.

Railroad and steamship companies, by advertising the quality of their services, have taught travelers what to expect in convenience and in safety, and by advertising the benefits of travel have stimulated travel itself to a great degree. Insurance companies, banks and trust companies have dwelt so strongly upon the necessity of thrift and protection of the fam-

ily, that men who do not provide against the risks and accidents of life are looked upon as possessing poor judgment at least. Automobile manufacturers probably have done more to secure good roads for the farmer than have combined efforts of all the road commissioners thruout the land. Everybody knows that any new product cannot be sold until the public knows of its existence and has been educated to its use; but few have recognized the importance of advertising in increasing the social serviceability of well-established products thru creating wider fields for their use. The intelligent advertiser devotes as much care to the education of old customers to the fullest use of his product, as he spends in attracting new buyers.

5. *Creates new wants.*—The automobile supplied a new want thru advertising and with its growth in popularity came hundreds of other new wants. There came a new use for fire extinguishers, a new demand for rubber, oil, leather and countless other products closely and remotely related to the automobile.

Moving pictures, to take another example, have, by their competition, decreased the demand for certain higher-priced amusements. If the advertiser means to hold his place amid this shifting of wants on the part of the purchasers, he must, in many cases, create new uses for displaced products or recreate the old ideas in the minds of former purchasers.

6. *Reduces prices.*—Advertising increases sales and enlarges the manufacturers' market. This allows for

large scale production from single patterns or designs. That reduces overhead and indirect cost per unit, bringing about lower prices.)

The low-priced watch, the automobile under \$1,000, the cigarette, the man's collar—all these standard products and a hundred more, are a tribute to the economic power of advertising. Without the assurance of widespread demand and easy sale which good advertising alone can give, no manufacturer could dare to produce the quantities which justify these low prices.

The ultimate consumer, who, of course, pays the cost of the advertising, pays it with but a small portion of what advertising has saved him.

7. *Serves the distributor.*—The distributor has been well served by advertising. He is, as a matter of fact, almost entirely dependent on advertising to keep his products before the public and to survive competition. The retail distributor, who is notoriously lacking in sales ability, should give credit to advertising for the consumer demand created by the manufacturers of the products that his customers call for.

8. *Serves the manufacturer.*—Before the day of advertising the manufacturer depended for his increased sales on the word of mouth approval of those who happened to buy, use and like his product. Likewise the consumer depended largely on his local dealer's judgment.

The dealer, in turn, selected his stock from the

wholesaler's samples or on his recommendation. The manufacturer's connection with the consuming public was, therefore, indirect. He was seldom known, and frequently was at the mercy of the distributor, when the latter wished to push a competing and perhaps inferior product.

The manufacturer took the first step in winning public recognition when he adopted a specific brand or trade-mark; the second step, when he advertised his product thru his brand or trade-mark. Not many years passed before the trade-marks were well known and millions of consumers were asking for them by name. This recognition forced the dealers to handle the goods, for unless they did, the customer would either send to the manufacturer for his supplies or encourage a competitive dealer to take up the trade-marked line. The third step was taken by the manufacturer when he put his guarantee back of his trade-mark; and a fourth step when he shifted his methods of competition from a basis of price to a basis of quality and service.

9. *Why advertise?*—There are almost as many reasons for advertising as there are advertising campaigns. The manufacturer whose output is over-sold may advertise to hold his good will or to insure himself against the day when business will be hard to get. One campaign is designed to inspire loyalty from the advertiser's employees. Another is intended to pave the way for the salesmen, or over-

come public prejudice, or discuss labor trouble, or explain the advertisers' inability to fill orders, and the necessity for raising prices.

Any one of these and countless other objects may be obtained and are being obtained today thru carefully planned advertising.

It is obvious, of course, that the chief reasons for advertising are to increase sales and lower selling costs.

10. *Increases sales and reduces selling costs.*—The growth of gross sales of a product is usually directly proportional to the extent or persistence of the advertising, increasing when this increases, and falling off with the cessation of advertising effort. This is especially the case with products which are classified as luxuries and conveniences rather than necessities of life.

Intelligent advertising does more, however, than merely extend the sales of articles for accustomed uses in the established market. The intelligent advertiser finds in advertising a means of exploitation of new uses and new markets for his product.

Take, for example, the Fleischmann Yeast Cake campaign, designed to make people eat yeast cakes for health.

Such advertising creates new sales to new markets and vigorous campaigns of that sort go a long way toward saving the salesman's time and increasing his business. His educational work is done for him at a greatly reduced cost.

That saving is of course reflected in the retail price of the goods.

11. *Need of careful planning.*—To any person of even elementary education, the idea of outlining a composition before starting to write it, is an old one. To professional men engaged in research work—the preparation of legal cases, the writing of books or articles—the brief or outline is the all-important consideration. The preparation of the brief requires more time, pains and effort than the writing of the book, or the presentation of the case to the court. Yet many advertisers will enter into an advertising campaign with little or no plan, no definite idea as to how the campaign is to be carried thru, no clear outline of what points are to be brought forward nor in what sequence. They think perhaps, that “We can afford about ——— thousand dollars this year”; that “The first two or three advertisements look good, and by the time they have run we can order more.”

When such advertising campaigns prove expensive in proportion to the returns secured, these men are apt to conclude that advertising is “not all that it’s cracked up to be,” and that personal effort of salesmen in the field is, after all, what sells the goods. It is therefore necessary at this time to discuss briefly the things that an advertiser should do, before planning his advertising campaign, and to bring out some of the reasons why such campaigns need to be thought out carefully in advance.

12. *Determining the appropriation.*—The progres-

sive executive now recognizes in his advertising a definite sales force which he must measure, budget and scientifically determine in each detail in advance of his advertising campaign. He further recognizes that advertising costs should be figured scientifically, and based on a definite relation to some measurable quantity in the business. For example, a definite amount per unit of estimated production, a definite percentage of current gross sales, a definite amount per unit of population to be educated, a definite insurance premium on the current value of the business, or a combination of all may be the basis of the appropriation.

The recognition of the principle of correct budgeting has taken the advertising appropriation out of the field of sporadic or uncertain expenditures. The advertiser knows accurately from clear and scientific analysis, just what he is investing in advertising and why; what he will invest and why; and that the total amount so invested in any period is absolutely based on production estimates and analyses of the returns from the advertising done in the preceding period.

The details of method whereby the correct apportionment is to be fixed, will, of course, vary with every industry and with the phase of commercial development thru which the business is passing. In many cases two or more bases of appropriation must enter into the calculation. The problem is a complex one in every case, requiring an expert knowledge that is not to be expected in any but a specialist.

13. *Groundwork of plan.*—The planning of the modern advertising campaign, then, becomes a matter of primary importance, usually involving more care and pains than the writing of the copy or the preparation of illustrations.

The analysis of conditions on which the plan must be built becomes a broad and thoro search into the entire history and present status of the company, its business, the product to be advertised, and the conditions of the market which it is to reach. This analysis falls into nine main divisions which are discussed in the present chapter. The careful student will bear in mind that none of these sections is a complete statement of all that needs inquiry, but rather they are designed to suggest the kind of inquiry that should be made.

In mapping out the plan of the advertising campaign, an analysis should be made of the following factors: (1) policy of the firm; (2) the product itself; (3) the present market; (4) the potential market; (5) competitive products; (6) mode of distribution; (7) the sales department; (8) history of past advertising; (9) study of similar problems.

14. *Policy of the firm.*—A complete history of the firm, with that of the ideals and personalities of the owners as well as of their business and financial policy, should be known by the writer of the advertisement in order that he may have the proper background for the presentation of the product. When was the business started, and by whom? What has been its rate

of growth? What changes have been made in the product, or in the business policy of the firm? Can the management be relied upon to follow out the plan consistently after approving it?

15. *The product itself.*—What is the nature of the product? On what basis of individuality can it claim distinction? Is it really the best article of its kind on the market at its price?

What is its design, construction, style? Of what material is it made? What are the best sources of technical information on the subject of this product? Is the cost of production subject to change so as to make it likely that the present price to consumers cannot be maintained?

16. *Present market.*—What is the present market of the product? By what class of people is it used? In what sections of the country? Is it bought by men or by women? Has it a universal consumption, or is its use limited to those with incomes higher than \$1,500 per year, for instance? Does it appeal equally to the educated and uneducated classes? Is the unit made for the individual or for the family? What are the present seasonal variations in the market?

17. *Potential market.*—What is the potential market for the product? Should it find a sale in sections of the country into which it has not yet made its way? Is it, for example, popular in the North-east, but relatively unknown in other sections? If so, is there any good reason for this? Is it a product that should be used by all classes, but as a matter of

fact, is used only by the poor, or only by the middle classes, or only by the rich? Has its market been unnecessarily limited in the past by mistaken advertising or sales policies? Is the present appeal one that will apply to the greatest number of possible buyers?

18. *Competitive products.*—What is the nature and strength of the competition? Are there closely competitive products now on the market? How do they compare in quality with the advertiser's product? Is there any competition from other lines? Is it going to be necessary to draw business away from competitors or is the undeveloped market large enough to allow for expected increases in sales?

19. *Mode of distribution.*—The channels and method of distribution need especially careful study in the preparation of the plan. Is the product sold direct to the consumer by mail, by direct solicitation, or thru "the trade"? The last usually means distribution thru a manufacturer's agent or broker, to jobbers who supply retailers, who in turn sell to the public. If sold thru the trade, then what trade—drug or grocery, hardware or dry goods?

In each trade the details of the problems will differ. Will these retailers and jobbers make strenuous sales efforts to push the product? Or are they handling a large number of lines on standardized and reduced margins of profit which makes it better policy for them to serve practically as order takers?

What is the attitude of the trade toward the prod-

uct in question? Is that product one which competes with jobbers' private brands? Are there competing brands that allow the dealer better discounts? Are there adverse trade prejudices which need to be overcome? What is the average stock the dealer keeps on hand? What is the average size of order received by the retailer?

20. *Sales department.*—The sales department constitutes a vital link in the chain connecting the factory and the consumer. It is essential, then, to know before starting the advertising campaign what is the elasticity of the sales organization. Is it capable of responding quickly to large and sudden increases of demand? Can it back up a national advertising campaign, increasing the demand simultaneously in all parts of the country?

In this connection, a careful consideration of the factory and the shipping department is necessary. Is the factory in a position to meet sudden and substantial increases in demand? It is possible for an advertising campaign to be much too effective, if the factory, the shipping or the sales department is unable to meet the demand created.

21. *History of past advertising.*—A careful analysis of the past advertising of the company will always reveal many points of value. What were the results of the preceding advertising campaigns? If unsatisfactory, what causes contributed to their failure or success? Were the returns "spotty" and irregular? In this case many avenues for investigation and study

are opened up—avenues which one cannot afford to neglect.

22. *Study of similar problems.*—But no matter how complete the past records of the business advertised may be, no advertising plan is complete without a careful study of experiences in related fields, involving the same types of problems. This phase of preparation is frequently overlooked.

Probably no two articles on the market would seem less similar to the average mind than the silk seam binding in ladies' garments and Timken roller bearings for automobiles. Yet the advertising principles back of the exploitation of these articles are the same. In each case the article is sold as a relatively inconspicuous part of the larger articles which are assembled from many parts. The advertiser's problem is to make the public demand of the dealer that this assembled article, automobile or suit of clothes, be equipped with the Timken axles or have the seams bound with silk.

23. *Following the plan.*—After the ground work is laid out, it is essential to keep before one at all times the ultimate purpose of the campaign and follow the plan exactly as agreed upon. One of the most important rules is that every step of the campaign must be prepared from the point of view of the purchaser.

The prospective buyer is constantly asking, "What is there in this for me?" He cares little about where the article is made and little about the age of the

firm from which he buys it, especially if it is an article for which he pays cash and on which repair service is not essential. He cares everything for the service which the article may render him after he has secured it, everything for the care with which it has been adapted to his needs, and a great deal for its presentation in terms which he understands. The dealer's problems should also be kept in mind and he should be appealed to in his own language.

Advertising in the trade journals to the dealers often becomes an important part of the complete campaign. Especially is it necessary in some way to make the trade, both jobbers and retailers, thoroly familiar with the fact that a general advertising campaign is coming and that increase of demand is to be expected.

24. Selection of media.—The final step in the plan is the selection of the medium thru which to appeal to the public's interest. Shall the advertisements be inserted in magazines or in newspapers, shall they appear on billboards, on painted signs, on street-car cards, handbills, circulars, or in several or all of these?

How shall the budget for advertising be apportioned among the media? After the advertiser has determined to use magazines as a medium, his problem of selection has only just begun. Many considerations enter in determining what magazines to use. Different magazines appeal to different classes of readers.

The territorial distribution of the magazine is also important. One would hardly advertise heavy underwear in a magazine which has its circulation mostly in the far South. In the case of newspaper selection also, especially in large cities, if the article to be advertised is an economically priced shoe, a set of metropolitan newspapers would be selected which would be quite different from those chosen if we were advertising a very high grade of ladies' wearing apparel.

When the media have been selected, the size of the space determined and all subordinate parts of the campaign completely laid out, the actual work of writing the copy and preparing the illustrations may begin. If the campaign is to be well carried forward, the series comprising the first large section of the campaign should be completed and accepted as a whole before the publications of the first advertisement. Only in this manner can a complete, comprehensive and thoroly effective campaign be put thru with maximum results.

REVIEW

On what general principles is modern advertising based?

In what sense does advertising create wealth?

How does it contribute to the education of the public?

Explain in what sense advertising may be looked upon as insurance, and how it reduces selling costs.

What considerations should enter into the fixing of the appropriation for advertising? State the chief elements which form the ground work of any advertising campaign.

How should the campaign be planned with reference to the consumer and the distributor?

What determines the value of advertising media?

CHAPTER III

GETTING THE ADVERTISEMENT SEEN

1. *Advertising must attract attention.*—It is the purpose of all advertising to create certain impressions in the reader's mind and to secure a favorable response. Invariably, the first aim is to bring the advertisement to the notice of the largest possible number of readers. The advertisement, then, is always striving to be seen.

The process taking place in the mind of the reader of an advertisement consists of a series of mental phenomena. There may be some variation in the degrees of intensity of the different impressions, or in the length of time that different minds give to the same one, but every mind receives more or less similar impressions from the same stimulus.

There are two kinds of attention, voluntary and involuntary. The advertisement needs particularly to evoke the latter as it is sustained the more easily.

The first task of the advertisement, then, is to meet the great competition for attention. With the large number of publications to choose from and the tendency toward the rapid reading of only selected matter, together with the increase in the number of advertisements, competition is made many times as intense as it was a few decades ago.

2. *Elements that secure attention.*—There are cer-

tain elements in an advertisement that secure involuntary attention. The degree of this involuntary attention depends on the arrangement of the copy and the illustration, color, type and spacing. Words also, in themselves, have value in attracting attention especially if they suggest action or call up vivid images. All these are factors in getting initial attention. Action, too, in displays has decided attention value. The most important elements that secure attention are (1) variation, (2) arrows, darts, and other designating signs, (3) contrast, (4) illustration, (5) colors, (6) position and (7) motion.

3. *Variation*.—Variation is the primary method of securing attention. If a hundred men of the same size and build are in line, all alike except one who is noticeably heavier than the rest, the heavy man will be brought to the attention of practically every observer. Of any group of objects, similar in general, those differing from the rest in form, size and color will attract the most attention.

One of the older types of variation in form, that of unusual shape, is shown in the advertisement of Cabot's Creosote Stains. In this instance, the wooden frame lends itself most effectively to what printers call "mortising," in which the copy is displayed within a representation of the product advertised. In many cases the idea of "mortised copy" is inappropriate and forced, but in this company's advertising, what would otherwise be waste space in the illustration is effectively utilized.

Stained Siding



Dwight J. Baum, Architect, New York

Cabot's Creosote Stains

Preserve and Beautify Siding, Shingles,
Boards and All Outside Woodwork

"50% Cheaper Than Paint"

Beautiful Colors—The coloring effects of Cabot's Stains are as beautiful on siding, boards and timbers as they are on shingles, as these photographs of the stained woods show. Every piece of wood has a texture and grain that gives it a character of its own, but that character is lost if it is covered with a painty coating. Cabot's Stains bring out the beauty of the grain, and the colors are deep, rich, velvety, and lasting.

Wood Preservation—Cabot's Stains are made of genuine, refined Creosote ("the best wood preservative known"—Century Dictionary) which penetrates and preserves the wood far better than paint.

Low Cost—In this case handsome and lasting colors, wood preservation and low cost go together. Cabot's Stains cost less than half as much as paint and they can be put on twice as quickly, cutting the labor cost—the largest item—by half. Anybody can apply them, so that skilled labor shortage need not stop work.

You can get Cabot's Stains all over the country. Send for samples of wood stained with moss-green, bungalow-brown, silver-gray, tile-red and many other shades, and name of nearest agent.

**SAMUEL CABOT, Inc., Manufacturing Chemists, 141 Milk St., Boston, Mass.
24 W. Kinzie St., Chicago**

525 Market St., San Francisco

Stained Hemlock Boards

This advertisement illustrates how variation in form, in this case the unusual shape of the advertisement, acts as an important element in securing involuntary attention

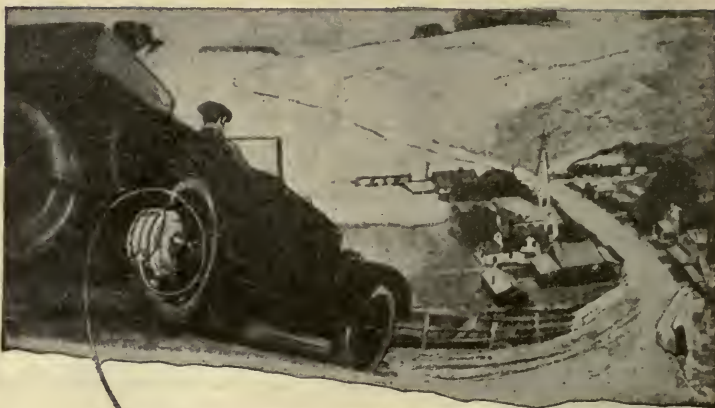
4. *Arrows, darts and designating signs.*—A standard method of attracting attention to the advertisement, or more particularly to a portion of it, is by means of an arrow-like line or lines pointing to some parts of the illustration or text. The arrows not only attract attention in themselves but they also carry the eye along to the point to be emphasized. Many of the products advertised in this way are machines or appliances where the arrow is particularly valuable as a designating sign to indicate salient points. The use of this device, however, has been employed to such a large extent as to make it hackneyed and the public does not respond as readily to it as formerly.

The advertisement of "Thermoid Brake Lining" offers an example of a product that is well displayed by means of the arrow. The main talking point of the product is thus brought forcibly to the reader's attention.

In the Burnham and Morrill Company's advertisement of fish flakes, the fish moving from the ocean to the can is a striking and appropriate variant of the use of the arrow idea.

In the Hanes Underwear advertisement, circles are used to bring out clearly important points in the product which immediately attract the reader's attention.

5. *Contrast.*—When it is possible to throw into sharp contrast the faulty or ordinary, and the perfect or new, one of the most successful principles of advertising is observed. This is strikingly done by means



Are you dead sure of your brakes at a time like this?

ON the long grade down—when you have to stop short in the middle of a hill—Will your brakes hold then? If they do hold, will they burn out?

Who hasn't felt the uncertainty?

It's only in moments like these that you fully realize the importance of brakes that never fail. Yet every motorist knows that his life and the lives of others depend on his brakes a dozen times a day.

Don't wait for an emergency to show whether or not your brakes are working right. The chart at the right shows how quickly you should be able to stop. Have your brakes inspected regularly by your garage man.

Perhaps a slight adjustment is what they need. Or they may require new brake lining. Ordinary woven lining wears down quickly and unevenly. It grabs and slips after the first few hundred miles. Unless frequent adjustments are made, you can never be sure that your brakes will hold.

A brake lining with 40% more material

To insure efficient brake action always, a brake lining has been perfected which wears down slowly and maintains its gripping power even when worn as thin as cardboard.

In each square inch of Thermoid Hydraulic

Compressed Brake Lining there is 40% more material than in ordinary lining. This additional body gives a closer texture, which is made-tight and compact by hydraulic compression of 2000 pounds pressure. Thermoid is also Grapnelized—an exclusive process which enables it to resist moisture, oil and gasoline.

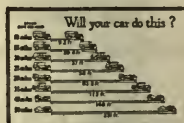
Brakes lined with Thermoid do not grab, slip, or swell from dampness. Because of its wearing qualities and unflinching efficiency, the manufacturers of 50 of the leading cars and trucks are consistent purchasers of Thermoid.

Don't take any more chances with faulty brakes. Have your brakes-inspected regularly. And next time you need new brake lining, be sure to specify Thermoid.

The new seventy-page Thermoid book on automobile brakes and braking is the most complete publication on the subject ever printed. This book tells how to keep your car within safety limits. Sent free. Write to-day.

Thermoid Rubber Company

Factory and Main Office, Treviño, New Jersey
 New York Chicago San Francisco Atlanta
 Cleveland Detroit Philadelphia Pittsburgh
 Boston London Paris Toronto
 Canadian Distributors:
 The Canadian-Fabrique-More Company, Limited, Montreal
 Branches in all principal Canadian cities



Copyright 1917, The Thermoid Rubber Company.
 This chart has been prepared and by leading automobile engineers. It shows how quickly an automobile going at various speeds should be able to stop, provided the brakes are efficient.



Thermoid Brake Lining

Hydraulic Compressed

Makers of "Thermoid-Hardy Universal Joints" and "Thermoid Crude Compound Tire"

The arrow secures attention to this advertisement and indicates the most vital part of it in an attempt to develop the attention into interest

BURNHAM & MORRILL FISH FLAKES

Are perfect for preparing any number of
appetizing dishes at small cost.

Cod Fish Cakes

Fish Salad

Creamed Cod Fish

Fish Soufflé

B & M Fish Flakes possess the freshness of old ocean.

We catch only deep-sea fish, keeping the choicest of full
meated Cod and Haddock. Skillfully cooked, only the
firm white meat is sealed in air-tight parchment-lined
tins. You will enjoy the ease and economy of preparing
a great variety of fish dishes that will delight the whole
family.

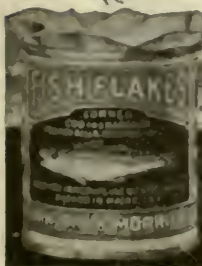
"Good Eating," a helpful book of recipes for B & M Fish
Flakes, sent free on request.

Direct from the sea to you and immediately obtainable.

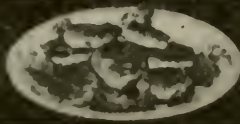
AT YOUR GROCER'S

BURNHAM & MORRILL COMPANY 70 Water Street
Portland
Maine

*Packing and specializing in State of Maine Food
Products only—the best of their kind—including
B & M Paris Sugar Corn, B & M Pork and
Beans, B & M Clam Chowder, B & M Clams,
B & M Lobster.*



B & M
Fish Flake
Cakes



An interesting variation of the arrow device in order to secure attention

**"HANES"—the national nameplate
on underwear is an unfailing guide!**



**ELASTIC KNIT
UNDERWEAR**

Buy "Hanes" winter underwear for men on the strict business basis of the most unusual quality, comfort and service ever sold at the price! Buy "Hanes" with your eyes shut, or over the phone—buy it without the slightest inspection, if need be, because

Every garment bearing the "Hanes" national nameplate returns in wear and in absolute satisfaction far more than you pay for it—more than you ever before got out of an undergarment! Our guarantee is your safeguard. *It proves our faith in "Hanes"!*

HANES underwear is made in heavy weight and medium weight Union Suits and heavy weight Shirts and Drawers. (Illustrated in this advertisement.) The new medium weight Union Suit, carrying the yellow label, has been added to meet the demand of indoor men. It is made of full combed yarn and silk trimmed.

"Hanes" for Boys

Buy "Hanes" Union Suits for boys if you seek more warmth and more wear than you ever bought before. This extra-value underwear duplicates the men's Union Suits in all important features with added fleetness that appeals so much to the boys—and to mothers!

Made in sizes 20 to 36, covering ages 2 to 16 years. Two to four year old sizes have drop seat. Four desirable colors.

See "Hanes" underwear at your dealer's. If he cannot supply you, write us immediately.

P. H. HANES KNITTING CO.
Winston-Salem, N. C.
New York Office, 366 Broadway



Read Hanes Guarantee

"We guarantee Hanes Underwear absolutely—every thread, stitch and button. We guarantee to return your money or give you a new garment if any seam breaks."

Next Summer—you'll want to wear Hanes Nainsook Union Suits!

Securing attention by designating circles

of illustrations in the O'Sullivan's Heels advertisement.

In some cases it is possible to contrast products of the same manufacture which differ in some important particular. The G. & C. Merriam Company employs a suggestive contrast in picturing the difference in bulk and weight between the regular and India paper edition of Webster's New International Dictionary. The difference between the $15\frac{1}{4}$ pounds of the one, and the $8\frac{3}{4}$ pounds of the other is brought out sharply by the representation of weighing a volume of the India paper edition, the heavier volume being shown in contrast to the lighter.

6. *Illustration*.—By the term "illustrations" is meant anything from photographs to decorative lines or borders. People see a picture before they see a word. The picture language is universally understood and is grasped more readily than the printed word. Accordingly, the attention value of the illustration is a matter of great importance to the advertiser. One of the chief reasons why people peruse the advertising pages of a magazine is that they like to look at pictures.

In the O'Sullivan's Heels advertisement on page 38, no words could make as effective an appeal thru contrast as does the illustration. Likewise the suggestion of health, contentment, comfort, etc., are forcefully presented by means of pertinent illustration.

7. *Color*.—The use of color as an attention-getter



Fatigue—the danger signal

*Whenever you near the limit of mental or physical endurance,
Nature's warning is always visible in your face*

"THE human organism," says the New York State Conservation Commission in its recently issued report, "has not yet adapted itself to the high nervous tension of modern life. This failure . . . constitutes one of the greatest physical and social menaces of today.

Bank president or steel worker—in business life or industrial life—no one is exempt from the grueling demands of modern civilization. For every one of us, fatigue has become a constant danger.

"The struggle of business in city life," says Dr. William Brady, "is a long-drawn-out fight against fatigue. You dare not rest for fear of being left behind. But gradually fatigue slows down your pace—your energy is gone."

A certain amount of fatigue is natural and inevitable, but too many people waste their precious energy. Harrington Emerson, the well-known industrial engineer, states that "the average man is only 25% efficient, because he does not conserve his energy."

Are you needlessly wasting your energy?

Today one of the greatest wastes of energy comes from pounding hard heels on still harder pavements. Every

step you take with old-fashioned leather heels or ordinary "dead" rubber heels acts as a hammer blow to your delicate nervous system.

The average man takes 8,000 steps a day—suffers 8,000 shocks. The constant repetition of these jolts and jars tends to exhaust your energy—to produce that tired-out feeling you so often experience. Here is one of the greatest causes of fatigue in modern life.

By eliminating the shocks of walking on hard pavements, you can do much to prevent fatigue. O'Sullivan's Heels absorb the jolts and jars that tire you out.

To secure the resiliency, the springiness of O'Sullivan's Heels, the highest grades of rubber are blended by a special formula. With this blend of live, springy rubber are "compounded" the best toughening agents known. The compound is then "cured" or baked under high pressure.

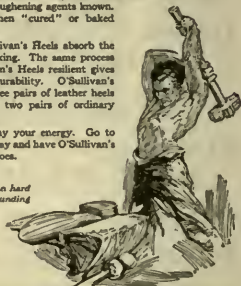
This is why O'Sullivan's Heels absorb the jolts and jars of walking. The same process that makes O'Sullivan's Heels resilient gives them their great durability. O'Sullivan's Heels will outlast three pairs of leather heels—they often outlast two pairs of ordinary rubber heels.

Stop pounding away your energy. Go to your shoe repairer today and have O'Sullivan's Heels put on your shoes.

O'Sullivan's Heels

Absorb the shocks that tire you out

*With every step on hard
heels you are pounding
away your energy*



Securing attention by means of contrast

1920 ATLAS With Maps of New Europe FREE

To the readers of *The Literary Digest* who take advantage of this offer now made in connection with

Webster's New International

The Only Grand Prize (Highest Award) given to dictionaries at the Panama-Pacific International Exposition was granted to Webster's New International and the Merriam Series for superiority of educational merit.

Words of Recent Interest

Assac, ace, barrage, Bertha, blighty, Boche, Bolshevik, camouflage, Lewis gun, Liberty bond, Samany, quiet, tank, war bride. There are but a few from the thousands of new words,—all clearly defined in this Great Work.

"The Supreme Authority" The Merriam Webster—

A Complete Reference Library in Dictionary Form—with nearly 3,000 pages, and type matter equivalent to a 15-Volume Encyclopedia, all in a single volume, in Rich, Full Red Leather or Library Buckram Binding, can now be secured by readers of *The Digest* on the following remarkably easy terms:

The entire work (with complete 1920 Atlas)

DELIVERED for \$1.00—

and easy monthly payments thereafter
(in United States and Canada)

on SUPERIOR INDIA PAPER

REDUCED ABOUT ONE-HALF
In Thickness and Weight

India-Paper Edition

Printed on thin, opaque, strong, superior India Paper. It has an excellent printing surface, resulting in remarkably clear impressions of type and illustrations. What a satisfaction to own the new Merriam Webster in a form so light and so convenient to use! This edition is only about one half the thickness and weight of the regular edition. Size 12½ in. x 9½ in. x 2½ in. Weight 2½ lbs.

Regular-Paper Edition

Printed on strong book paper of the highest quality. Size 12½ in. x 9½ in. x 2½ in. Weight 11½ lbs.

Both Editions are printed from the same plates and indexed.

Over 400,000 Vocabulary Terms, and, in addition, 12,000 Biographical Names, nearly 30,000 Geographical Subjects, besides thousands of other References. Nearly 3,000 Pages. Over 6,000 Illustrations.



"To have this work in the home is like sending the whole family to college."

The only dictionary with the *New Divided Page*, characterized as "A Stroke of Genius"

THE ATLAS

Is the 1920 "New Reference Atlas of the World," containing 146 pages, with 96 pages of maps beautifully printed in colors with areas and populations of all countries, including changes brought about by the World War, Parcel-Post Guide, etc., all handsomely bound in red cloth, size 9½ x 12¾.



To those who mail this Coupon at once!

G. & C. MERRIAM CO.

Home Office
Department 8
Springfield, Mass.

Publishers of Webster's Dictionary for over 75 years

Please send me free of all obligation or expense a copy of "Dictionary Webster" containing an interesting "Test in Pronunciation" (with key) entitled "The Americanization of Carver"; also "100 Interesting Questions" with reference to their answers, and receiving "Parade Color-Plate" of the new bindings. Please include specimen pages of India and Regular paper with terms of your free Atlas offer on Webster's New International Dictionary to Library Digest readers.

Name _____
Address _____

An example of contrasting two articles of the same manufacture

has long been recognized. Like many other good things, however, it has been overdone by many advertisers who do not clearly understand the principles of color attraction and the effect on the reader of the use of color in an advertisement.

The practical advertiser will use color with discretion, making his choice of color to harmonize with the object advertised or with the effect he wishes it to produce.

In general, color is used for two purposes: (1) To reproduce the package or product as it is sold. This helps in identifying the product; as a rule, the nearer the colors in the advertisement can approach the actual colors of the package the greater the advertising value. (2) To attract attention and appeal to the emotions. Its value in the latter use is dependent on the effect of various colors on the human mind. Red, for example, is suggestive of warmth, excitement and passion. It is said to reach the eye thirty per cent faster than any other color. Hence it is used for attracting the eye quickly or for intensifying an effect. Yellow suggests light and is an effective color as a background; blue, cold, reserve and dignity and is also used as a background; purple, mystery and darkness; orange suggests flame; green suggests coolness, repose.

No intense color should be used for backgrounds. For this purpose it is best to use a neutral color, light gray or buff, for example.

Again, dark type on a light background is usually

more effective and always easier to read than light type on a dark background. Black type on a field of white is decidedly more effective than white type on a black field.

The greatest abuse of color lies in overdoing it and in employing two or more colors that do not harmonize. Care should be taken to avoid poor combinations of color. The effect is irritating, and the reader is likely to pass on without reading the advertisement.

8. *Position*.—It takes but a few simple experiments to demonstrate the fact that points in a line vary in attention value. Similarly—and of even greater importance to the advertiser—on any page or signboard, certain portions of the area are much more easily brought to the attention than others.

Objects at the beginning and end of a series are more quickly distinguished than are other similar objects in the series. Of a line of soldiers of the same height and similarly equipped, those at the end are most easily distinguished. In a newspaper or magazine page, the areas about the margin line compete in attention value with a small area at the center.

Position values are studied carefully by the advertiser in his desire to have his advertisement seen. Give an experienced advertiser his choice of position and he will usually select the top of a column, the right hand page, next to the reading matter associated with the advertisement. If he uses a full page magazine advertisement, the back cover, the inside

front, or the inside back would usually be chosen, in the order given. Right hand pages, near the beginning of the magazine, stand high in favor. "Spreads" or "double trucks," advertisements occupying two opposite pages, are thought by some advertisers to lack the distinction that should come from space, as it is possible that the reader may pass by opposite pages without even glancing at them.

9. *Motion*.—There is nothing so interesting in life as motion. That is why anything in motion involuntarily attracts attention. This is also the basic reason for the success of many advertising displays which not only attract the attention but impress the value of the product upon the customer.

Motion is suggested in an illustration by making the reader imagine that the article is moving. The ideal advertising display is one in which the motion features some exclusive characteristic of the product advertised. The figure of a man using a safety razor attracts attention, but it advertises all safety razors, not merely the particular one. The figure of a doll apparently running a sewing machine approaches the ideal display more closely, as it advertises an "easy running" sewing machine. The representation of steaming water running out of a faucet to advertise an instantaneous water heater; of a neatly dressed woman with a cheerful face, ironing with an electric iron, and many others of this sort, are made effective by the suggestion of action.

One method of indicating "movement" is to draw

white lines across black letters, the latter being set at an obtuse angle. The idea is brought out in the illustration which follows:

BLUE STREAKS

A similar effect of speed can be shown by having letters lean forward, that is, toward the right, and then blurring these letters as if a blotter had been rubbed across them from right to left.

Puffs of dust shown at the rear of a moving vehicle will give the effect of motion. Straight lines across the body of a vehicle will also show movement. In the case of simple objects like a wheel, speed can be indicated by omitting the spokes, showing merely the rim and the axle, and by drawing a few horizontal lines across the wheel and a few more very short horizontal lines ahead of the rim to represent the surface over which it is traveling.

The Valentine's Valspar advertisement gives the idea of motion in a most interesting manner.

Many automobile advertisements suggest action rather than repose. This not only attracts attention but is a means of emphasizing many points of superiority—hill-climbing power, speed on rough lanes or mountain roads, stability or freedom from jar under adverse conditions and the like.

10. *Novelty and uniqueness.*—Anything that is different from the ordinary will attract attention by



*"It's lucky
the floor is
VALSPARRED"*

EVEN scalding water from a leaking radiator will do no damage to a floor that is varnished with Valspar.

In fact, Valspar is known as "*the accident-proof varnish*," because it protects floors, woodwork and furniture against all sorts of things—steam, ice water, hot greases, ammonia, vinegar, alcohol, and even strong acids.

Valsparred floors, woodwork, linoleum and furniture are so easy to keep clean. They can be washed with soap and warm water without the least injury. Your bathroom, nursery, kitchen and pantry can be kept clean and sanitary if you use Valspar.

Valspar is easy to apply and dries hard over night. Floors, furniture and woodwork varnished with Valspar may be left bright or rubbed to a beautiful, dull finish.



VALENTINE & COMPANY

456 Fourth Avenue, New York

Largest Manufacturers of High-grade Varnishes in the World

New York Chicago

San Francisco

St. Louis

Philadelphia

W. F. FULLER & CO., San Francisco and Principal Pacific Coast Cities

Special Offer

For 50c. in stamps we will send you enough Valspar or Shellac to small table or chair. Or, if you will, send your dealer's name on business and we will send you only 50c. for sample can.

Your Name.....

Your Address.....

Dealer's Name.....

S. E. 2-2-2



Copyright, 1911, by Valentine & Company

stimulating curiosity. If this attention can be converted into genuine interest in the product, then it succeeds in its purpose. The quaintness of the costume of the child in the well known Whitman's Sampler advertisement of candy stimulates the curiosity to ask what is in the box.

The unusual position and the lighter color of the circles in the underwear advertisement, on page 36, will stimulate the curiosity to find out why those circles are brought out so prominently.

11. *Headlines.*—The headline, also, aims to attract attention. If it is well conceived it will lead the reader on to find what the advertisement is all about. The headline is usually

An interesting treatment to suggest motion

short, containing four or five words. If it is longer, it should be put in two or three lines. The following headlines are illustrative of good attention-getters:

"When it rains it pours," to advertise Morton's Salt.

"Children *will* wake up with the chickens, before the house is warm," to advertise Perfection oil heaters.

"Forty—the dangerous age for men," to advertise Forhan's Tooth Paste.

"Is your family good natured at breakfast?" to advertise the Western Clock Company.

"The temptation to be well," to advertise Sunkist Oranges.

"Exit Fire!" to advertise Firefoam fire extinguishers.

"Ain't science wonderful?" to advertise Mennen's shaving cream.

"How much of your earnings does this man get?" to advertise the Common Brick Industry.

12. *Teaser copy*.—The designation "teaser" is given to a class of advertising whose full meaning is reserved until a time after the appearance of the advertisement. The teaser appeals openly to curiosity. Teaser advertisements, rightly written, make it possible for the advertiser to turn one of the most powerful of human instincts to his own account. Such advertisements have the disadvantage that curiosity has little power to persist, diminishing rapidly as the exciting power is removed.

The common method of employing teaser adver-

tising is to display a puzzling statement or question. This may, and commonly does, border on the bizarre or grotesque, as in the forerunner of a series of breakfast food advertisements which asked, "What did the woggle-bug say?" It may seek to place the reader, in imagination, under the stress of some unusual or thrilling environment. It may take the form of a rhythmic jingle, as in the street-car card announcing: "We should worry, we should care; we'll be there, we'll be there! Where?" This was used to precede an advertisement for an amusement park.

13. *Favorable impression.*—An advertisement may attract attention and yet utterly fail to interest the prospective customer. If his attention will lead him to look upon the thing advertised with disfavor, it is of no value. An umbrella over the driver of a garbage wagon may be a conspicuous place upon which to advertise, but it would hardly attract favorable attention to a brand of men's hats.

REVIEW

Discuss the various devices used in advertising to attract attention, and explain their value and their limitations.

Recall other instances besides those mentioned in the text, in which advertisements excel thru their unique character.

Can you remember the effective headlines named in the text, and suggest others which you have seen?

Give one or more illustrations of "teaser" advertisements.

Why should an advertisement produce a favorable impression?

CHAPTER IV

GETTING THE ADVERTISEMENT READ

1. *Turning attention into interest.*—Attention is the first in a series of mental processes which the successful advertisement must induce in the reader. The advertisement which attracts the initial attention only and fails to gain interest has left work unfinished at the very start.

We continually follow in thought a succession of images that are associated with something in our own experience. Experiments prove that forced or voluntary attention cannot be sustained for more than a few seconds at a time. For this reason an advertisement must suggest images that will hold the interest by the association of other images in the reader's own mind.

In the series of images or mental pictures thus produced, there must be gradual and certain progression from the first image to the one which causes the product advertised to be favorably considered. The mind constantly selects certain impressions from memory, combines these with the mental pictures suggested by the description, and thus produces the final image conveyed by the advertisement.

2. *Connected images stimulate interest.*—If an ad-



Is This Your Dog?

DON'T you want to pick him right out of the picture by one of those engaging wrinkles? He'd flop over your arm—warm and fat—all big paws and sleepiness. Then he'd wriggle around, and whimper a bit—and lick your nose.

When he grows up so he doesn't wobble and fall into furniture any more, he'll be one of the best pointers in the country, because that hitten-up front door in the picture belongs to a kennel famous for its show dogs. But in the meantime, he's going to find the Great Adventure that all dogs were born for—his master. Look him straight in the eye if you can, and say you're sure it isn't you!

But if it is—and doesn't the feeling get nicer every minute?—you'll have to meet the Vanity Fair Dog Mart first, because that's his family's private providence and always settles these little matters.

You mayn't be interested in pointers, of course—though we can't imagine how you managed it—but wherever your affinity lies, there's a man who specializes in just that sort of dog, and the Vanity Fair Dog Mart knows him.

Now—get your fountain pen—here's the coupon.



Free Information Coupon—Does Not Obligate You to Buy

VANITY FAIR DOG MART, 19 West 44th St., New York

Dear Vanity Fair Dog Mart

I realize that I simply ought to know more about dogs. It isn't fair to me or the dog. I'm marking the breed that appeals to me. Won't you put me in touch with a Kennel that carries the best there is? It is understood that this enquiry doesn't carry any promise to buy unless I get more interested as I go along.

Terriers

- ..Scottish
- ..West Highland
- .. Cairn
- ..Scotsman
- ..Irish
- ..Wirehaired fox
- ..Smoothhaired fox
- .. Bull
- .. Boston Bull
- ..Welsh
- ..Yorkshire
- ..Maltese

Toy Dogs

- ..Pekes
- ..Pug
- ..Poodle
- ..Griffon
- ..Spaniels
- ..Cocker
- ..Water
- ..King Charles
- ..Japanese

Watch Dogs

- ..Shepherd (police)
- ..Great Dane
- ..Collie
- ..English Bulldog
- ..Airedale
- ..Chow
- ..Labrador
- ..St. Bernard
- ..Mastiff
- ..Bulls
- ..Russian wolfhound
- ..Irish wolfhound
- ..Greyhound
- ..Beagle
- ..Badger hound

Name _____

Street _____

City _____

State _____

V.F. 15

A DOG IS THE ONLY FRIEND YOU CAN BUY FOR MONEY

vertisement starts one on a train of images toward a desired result and then introduces irrelevant ideas, the interest will be killed. When statements are so disconnected that we can hold them in mind only by effort, we let them go while we attend to something else. Notice that in the advertisement on this page, the suggestions are pleasant, they are closely connected and follow each other in logical order. The illustration is pertinent; the headline carries you back to the dog and ties up with both illustration and copy. "But in the meantime, he's going to find the Great Adventure that all dogs were born for—his master. Look him straight in the eye if you can,

The logical succession of thoughts or images is used in this advertisement to develop attention into interest

and say you're sure it isn't you!"

Illustration, headline and copy lead the interest up to the climax "—there's a man who specializes in just that sort of dog, and the Vanity Fair Dog Mart knows him."

The Prophylactic Tooth Brush advertisement, opposite, suggests connected imagery. The copy within the part that does the brushing contains only two ideas: "The shape fits your jaw—the bristles fit your teeth," while the slogan "A clean tooth never decays" is particularly apt.

To create involuntary interest, an advertisement must present connected imagery and make one or two things prominent so that a definite conclusion may be formed. Otherwise there will be no stimulus to decision and action.

3. *Appeal to the imagination.*—One of the chief purposes in advertising is to evoke pleasing images in the mind of the reader.

Success in moving audiences depends not only upon the ability of the speaker to suggest only a part of the picture he desires his audience



The copy in the bristles helps to connect the mental images

to see, but to do so in such a way as to cause them in imagination to reproduce the complete picture.

This is exactly what an advertisement should do. If the reader's imagination is stimulated to follow out the line of images suggested, either by reason or thru the emotions, the battle is more than half won. The factors of reason and emotion will be treated more specifically in later chapters.

An illustration of appeal to the imagination is the Globe-Wernicke advertisement, on page 51, which features the sectional bookcase—"the heart of the home"—as the modern substitute for the minstrels, troubadours, jesters and tutors of earlier days. A heart-shaped illustration of each of these has an inscription beside it. The pictures alone stimulate the imagination pleasantly, but the text makes them even more interesting and ties up with the purpose of the advertisement—to show that the Globe-Wernicke is "the center of the family's intellectual life, a hall of learning and a theater of amusement." The text reads as follows:

The Bards of Ancient Greece

Homer, the greatest of these minstrel-historians, is preserved to us in the Globe-Wernicke Sectional Bookcases.

The 11th Century Troubadours

They were the Globe-Wernickes of their day, human fiction shelves, traveling tellers of tales and singers of romance.

The 14 Century Jester

He was the companion of the greatest nobles' idler moments—their uninspired substitute for the volumes of Mark Twain, Swift and Molière, in our Globe-Wernicke Sectional Bookcases today.

The 19th Century Tutor

He was in every wealthy household—the companion and preceptor of every youth; seldom a genius and never so many geniuses as are today within reach of every student, in the Globe-Wernicke Sectional Bookcase.

The pleasant series of images brought up by the text emphasizes the point “Growing as the book collection grows, section being added to section as required, it is the outward symbol of your inward growth.”

4. *Use of proper images.*—As images are recalled and reshaped from our previous experiences only, an advertisement should create in the mind of the reader an image of something that lies within his experience. Most society women would not be interested in an analysis of a storage battery nor would farmers be interested in the mechanical explanation of gas as industrial fuel in a candy factory.

Therefore a universal appeal in an advertisement should be planned so that sufficient numbers of images are created to come within the experience of all prospective readers in order that their imaginations may be stimulated. If the appeal is directed to a certain

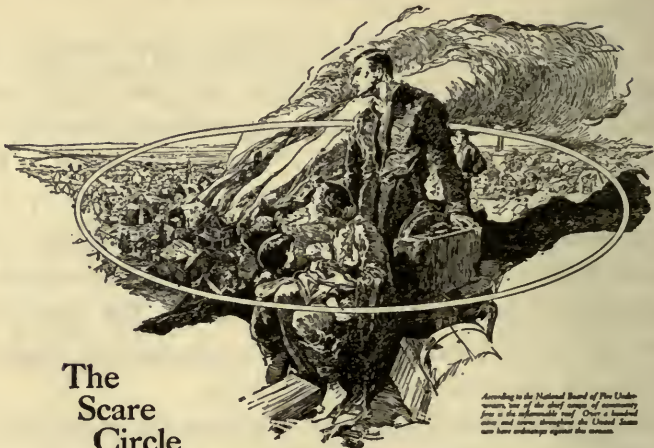
class only, then the range of appeal need not be so inclusive.

5. *Images should please.*—There are certain images of thought from which we shy like frightened horses. We dislike gloomy suggestions; we do not like to be reminded of pain, of illness, of death. The more pleasant a suggestion is, the more likely is it to get a hearing. A disagreeable image should be suggested only to contrast a pleasant one. The slightest competing mental image will distract the attention from an advertisement that is unpleasantly suggestive in its general tone or makeup.

6. *Appeal to self-interest.*—Primarily every act is based upon self-interest. Of the success of advertising that appeals to self-interest there is no doubt. Convince a man that he will better himself by taking a certain step and, in a great majority of cases, he will do it.

Universal appeals, so called, are appeals to self-interest. An appeal to the desire either for health, safety, honor, fame or a future secured against care or want is one of the strongest pleas for action. Because the appeals to self-protection and self-preservation are the strongest of all, they are used frequently and forcefully. An excellent example is the advertisement of the Johns-Manville Company.

Greater salary or income thru education or investment is often featured in a manner to appeal to even the most sluggish minds. Greater comfort coming from the use of some appliance; greater respect from



The Scare Circle



SUDDENLY, without warning, Fate takes up the compass and, putting down the pointer on some peaceful community, she decrees: "This place shall be burned." Then swinging an arc she draws a circle—"These people shall be fear-stricken."

In the scare circle, around the fire, the horror of what might have been brings fire prevention home to those in it and with sharpened realization Insurance is written, legislation is rushed through, fire safety devices become necessities, fire-safe roofings compulsory.

And all this is perfectly human, and in its restricted effect it is the price a locality pays for greater fire safety.

But the scare circle is no longer a mere local panic. It has widened in significance, for today our fire loss is a National scandal, a cause for general concern.

Public men speak of it with grave emphasis; organized safety bodies deplore it. For fire prevention is no trumped-up propaganda, no phantasy of the imagination. It is a living blight right here among us, blocking and mocking our plans to catch up in our building program; burning down ten buildings while

we plan a hundred; squandering wealth; diverting labor and disturbing the very tranquility on which our development depends.

Fire prevention is a national responsibility. But it is more one of personal action than legislation. To each of us some preventive measure is possible. Each must set up his own safeguards to fortify his own property.

The spread of fire is nothing more than one building catching the flame from another, usually from roof to roof. So the roof is one of the most vulnerable spots where fire can strike.

That is why Johns-Manville Asbestos Roofing is recognized everywhere as an important preventive against fire's spread. For it is the only all-mineral roofing felt, and so, while possessing all the flexibility of fabric and adaptable therefore to all kinds of roof surfaces, it is at the same time inert to fire, weather and fungi.

So Johns-Manville Asbestos Roofing, either in its "built up" or "ready roll" form or as shingles, is not only fire-immune but the most remarkable of roofings. Because it is all mineral it is impervious to all the ravages to which ordinary roofings are subject.

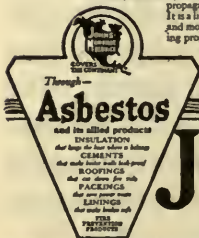
It is economical because it lasts for the life of the building without need of repair or paint. Truly the most desirable roofing on all counts.

JOHNS-MANVILLE CO.

Madison Ave. at 41st St., New York City

312 Broadway - Branches in 12 Large Cities

For Canada: CANADIAN JOHNS-MANVILLE CO. Ltd., Toronto



JOHNS-MANVILLE

Serves in Conservation

In this advertisement the appeal to self interest is particularly strong

better clothing; greater security because of some form of insurance—these appeals to self-interest stand out among weaker appeals on the advertising pages of every periodical.

The appeal to self-interest may be subtle or open: it may appeal to the emotions or to the pocketbook. No matter to what element of self-interest the advertisement makes its appeal it is reasonably sure to meet with response.

7. *Offer as a means to secure interest.*—Latter-day methods in advertising often economize time, space and attention by using the offer as a means of attracting attention and securing interest. By appealing directly to the desire to obtain a “present” without having to pay for it, the advertiser may throw the offer well to the fore instead of reserving it until the last. “Gift” headlines read as follows: “Music Lessons Free”; “Crochet Book Given!”; “10 Sample Packets of Flower Seeds Free”; “\$2.00 and You Get This Superb Cornet”; “Would Shakespeare’s Works at One-Fourth Regular Price Interest You?”

These gifts not only suggest the proposed basis for business directly but secure attention and interest from the start.

8. *“Playing up” a hobby.*—Favorable attention is quickly attracted when the subject treated is one which the reader associates with past pleasurable impressions. Common ground is one of the best of introductions.

The hobby or "suppressed function" as a means of securing preliminary interest has provided more than one good opening in the past. In advertising, the catch line which has to do with a hobby will often attract attention as will nothing else.

Sports and pastimes may be systematically "played up." Golf, boating, canoeing, yachting, fishing, bathing and the like are shown by means of attractive crayon and word pictures. The pose of the golfer who has just made a telling stroke or the "fore" of the player about to drive makes a strong appeal to devotees of the game.

To extend the appeal of the "hobby" advertisement, a combination of two or more appeals is often made, as in the advertisement of Wilson Brothers' shirts on page 57. In this, the drawing makes an appeal to the football, hunting, fishing, hiking, motoring and golf hobbies, as well as to the desire to be properly dressed on any occasion.

9. *Interest value of copy.*—Generally speaking, the narrative or dramatic form of copy has more attention and interest value than any other form. We are all fond of a story and an advertisement that is dramatic in its appeal has more chance of being read than a dry recital of facts. Under the dramatic form may be classed the incident, the monolog, the dialog and the story. These will be discussed in a later chapter.

The following lines have decided interest value because of the incident form:



At the game, when the
night is dark and the moon
is full, the Wilson Bro's
shirt is the perfect
thing to wear.



When engaged in a hard
game of golf, the Wilson
Bro's shirt is the perfect
thing to wear.



For "business," Wilson
Bro's shirt is the perfect
thing to wear.



At all in sports and in all
other cases, the Wilson
Bro's shirt is the perfect
thing to wear.



For official busi-
ness wear—Wilson
Bro's shirt is the
perfect thing to wear.

Six Shirts most men want

SHIRT STYLE, COMFORT and ECONOMY depend on your having the shirt that suits each occasion.

There is a Wilson Bro's Shirt for every occasion.

For fifty-seven years Wilson Bro's Shirts have stood for thoroughness in manufacture—fine fabrics, stylish patterns, ample cut and generous value.

Specializing in men's furnishings, Wilson Bro's have obtained a volume of complete furnishings of men's wear which assures our trade the benefit of every proper buying and manufacturing advantage. Leading men's wear stores everywhere have Wilson Bro's Shirts, Neckwear, Underwear, Hosiery and Furnishings. Ask your dealer to show you these nationally-known shirt numbers.

Wilson Bro's

CHICAGO

BOSTON

Established 1864—"The Easiest Name for a Man to Remember"

DALLAS

DETROIT

LOUISVILLE

ST. LOUIS

NEW YORK, & PARIS

A good illustration of the "hobby" appeal

A good illustration of the "hobby" appeal

Disabled in a mid-winter gale, 200 miles off the coast of Nova Scotia, storm ridden and helpless, the U. S. Army Transport *Powhatan* struggled with the elements. Aid was summoned by wireless; and just as relief was at hand the *Powhatan's* dynamos went out of commission. Her radio storage batteries were too weak for continuous use in transmitting or receiving messages.

Fortunately the *Powhatan's* officers were equipped with Ever-Ready Daylo and relief work was directed thru flashes of light signalled from ship to ship. Once more Ever-Ready Daylo went on record for life-saving services.

10. *Proper use of type.*—A great deal of advertising matter which is interesting in itself fails to get attention: its type is difficult to read. Type must not only be pleasing in appearance but must be decidedly legible. Every stroke and every letter must be not only instantly visible but instantly readable with normal eyesight.

The type should be made to emphasize the important matter and subordinate the less important part of the text by variation. In the advertisement of Elgin watches, on page 59, notice how easily the variety in the kind and size of type leads the eye on to read the entire text.

11. *Emphasis secured by type.*—An advertisement that employs type which emphasizes too many things is not easily read. If everything is emphasized, the result is no emphasis at all. The eye and mind are confused. On the other hand, if nothing is emphasized and the type is the same thruout, the most important matter does not dominate sufficiently and will lack distinction.



NOT until cathedral clocks had boomed out the hours for centuries, did it occur to anyone to bring them down to earth in miniature form—as Table Clocks. To this invention, some wit has ascribed the origin of that paternal classic, “Tut, tut! Time that young man went home!”

Ornate in design, elaborate in workmanship, they were found only in the homes of a wealthy few. The hour hand was sometimes mounted on a large bell, and curved to meet the dial figures on the rim. The meaning of the minute was still undreamed of—why think of minutes when clocks varied an hour a day?

Yet the Table Clock—plaything of the rich, but logical forerunner of portable clocks, or “watches”—brought the old world a long stride forward toward the timekeeping marvels of the Twentieth Century—

*Material, construction,
adjustments and service
fully covered by Elgin
Guarantee*



Elgin Watches



The type used above is not only pleasing and readable but its design and arrangement as well as the decorative border suit the product and lend a tone of quality and distinctiveness to the the whole advertisement.

Mr. Benjamin Sherbow in his book "Making Type Work" gives a good illustration of securing emphasis and readability by rearrangement of type, design and the use of a decorative border to add color.

CURRENT HISTORY IN BOUND VOLUMES

**Six Numbers of Current History Magazine
in One Volume**

**1,325 Pages Illustrated—Bound in cloth, gold-lettered
with analytical indexes.**

Each volume contains all the most important war literature of each six months' period; an enduring, a valuable and, for a library, an indispensable possession, containing ALL the MOST IMPORTANT LITERATURE by the chief spokesmen of the world, official and literary, on the greatest war in history.

Two Volumes Now Issued

The two volumes sent postpaid to any address in United States on receipt of \$4.50.

Address

CURRENT HISTORY

A Monthly Magazine of The New York Times

Times Square, New York City.

12. *Breaking up the reading matter.*—In the rearrangement of the text, notice that the meaning is grasped the more readily because the eye immediately takes in the gist of matter that is broken up. The text but not the sense is broken up.

In Bound Volumes

Current History

A Monthly Magazine of
THE NEW YORK TIMES

Six numbers of Current History Magazine in one volume; 1,325 pages, illustrated; with analytical indexes; bound in cloth, gold-lettered.

Each volume contains all the most important war literature of each six months' period; an enduring, a valuable and, for a library, an indispensable possession, containing *all* the most important literature by the chief spokesmen of the world, official and literary, on the greatest war in history.

THE TWO VOLUMES NOW ISSUED sent postpaid to any address in United States on receipt of \$4.50.

CURRENT HISTORY
Times Square, New York City

In the following illustrations the second is much more easily read:

Style with us means beauty plus
A dash of
Daring—the type
of clothes that appeal to young
Women of Spirit and
Taste.

Style with us means
Beauty plus a Dash of Daring
the type of clothes
that appeal to Young Women
of Spirit and Taste.

13. *Use of subheads.*—According to Mr. Sherbow, subheads in advertising print are used for the following reasons:

1. To accent the natural divisions of the story.
2. To present a quick summary.
3. To put more life and sparkle into a plain type page.
4. To avoid monotony.
5. To increase the number of places in the text at which the interest of the indifferent reader might be aroused.

Subheads should be so spaced that there is no question as to the section or paragraph of the text to which they belong, whether above or below.

In the Djer-kiss advertisement following, the type is arranged with proper and pleasing emphasis. The variety of type puts sparkle into the whole advertisement and accents the chief points. The same is true of the Elgin advertisement on page 59.

14. *Importance of letter spacing.*—By spacing is meant “the placing of pieces of type-metal of varying degrees of thickness between single letters of type, between words, between lines and between paragraphs.” A word or phrase should not suggest a collection of single letters thus:



*Mai, Kerboff, le fait pour
les plus belles femmes du
beau-monde la plus distinguée
des poudres de via française
—Djer-Kiss!*

—Kerboff, Paris

*Translation:—I, Ker-
boff, make for the most
beautiful women of the
world of fashion the most
distinguishing of French
Face Powders—Djer-Kiss!*

EXTRACT
FACE POWDER
SACHET
VEGETALE
TOILET WATER
TALC

Voilà du Charme

OF things *Parisiennes* is Djer-
Kiss Face Powder. And how
you love it, Madame, Mademoiselle!
For with what a charm of France,
with what a daintiness it comes to
you. Yet with what a master's art!
Yes. From Paris to you. Pure.
Soft. Fragrant. Beautifying always

—with that refinement which speaks
of France alone.

Whether you choose it in *blanche*,
rose, *naturelle*, or *brunette*—you will
find Djer-Kiss Face Powder so quite
correct, *si individuelle pour vous*.

Voilà du Charme—Djer-Kiss!

Djer-Kiss

Made in France

*These three specialties—
ROSEA, LIP STICK, CREAM
—blended in America with
pure Djer-Kiss Concentrate
imported from France.*

The variety of type and the treatment of the decorative Illustration
makes this advertisement particularly interesting

ALEXANDERHAMILTONINSTITUTE

but should suggest whole words thus:

ALEXANDER HAMILTON INSTITUTE

There should not be too wide a space between words. The spacing employed in this book is correct from the point of view of ease in reading. This is true too of the spacing between lines and paragraphs. The spacing employed in the advertisements displayed in this chapter is such that the text reads easily. The subheads too are properly spaced.

15. *Construction and diction.*—Besides the factors already touched upon, the construction of sentences and paragraphs and the choice of words are of great importance in getting an advertisement read. Short sentences, short paragraphs, the use of simple words that create definite images—all help to stimulate interest. These will be considered more fully in the chapter on “Word Values in Advertising.”

REVIEW

How do you distinguish between attention and interest?

Why is it necessary to insure interest in advertising?

Give instances in which the advertiser plays upon the imagination. What are the limitations of this appeal?

What forms may the appeal to self-interest take?

Explain how incident and narrative can be utilized to sustain interest.

Explain the various way in which typography will enhance or deaden interest in advertisements.

CHAPTER V

MAKING THE ADVERTISEMENT UNDERSTOOD

1. *Simplicity*.—An advertisement must not only attract the reader's attention and secure his interest but, to get results, it must also be so clear that the reader will understand exactly what it is all about.

If the reader is confused as to what the goods advertised really are and what they are to be used for, he will not be stimulated to decide and act. Simplicity, which of course implies clearness, is particularly necessary in advertising a new product or a new use of a known product. Simplicity means also economy of time and energy. The usual advertisement is read rapidly; the eye runs down the page or sign and catches the words and phrases that stand out plainly as a key to the meaning of the whole. In some department store advertisements simplicity is furthered by the use of short headlines which tell in a few words what the advertisement is about. This gives it "news value" to the reader.

Of all kinds of writing, advertising matter should be the least intricate, cumbersome or involved. Simplicity of style makes for sustained interest, and anything that sustains the interest in an advertisement leads the reader to decision and action.

2. *Clear sentence structure.*—To write clear sentences, the advertiser should know definitely what he wants to say. If he is muddled and is not sure of his ground, he cannot make things clear to the reader.

Again, the explanation must be adapted to the things advertised. Simple, familiar products admit of brief and simple explanation, while new, unfamiliar and intricate products require greater elaboration.

The third consideration is the choice, number and arrangement of words. The choice of words will be considered in detail in a later chapter. The manner of expressing the thought must be so simple that the reader need spend no time on anything but the thought itself. A sentence should contain every word necessary to convey the idea of the advertiser but not one word more. Each sentence must have unity; that is, there must be one central thought and the subordinate ideas must be related closely to the main thought.

3. *Length of sentences.*—The eye has its own peculiar construction which permits it to perform its functions easily within certain limits, but with increasing effort beyond these limits. If the eye finds that the length of sentences is such that it requires a maximum of effort to focus upon them, it will turn away and select an advertisement which will allow it to function more readily.

Examples of the best prose writing today indicate that to hold the reader's attention the average sentence should not exceed twenty-five words. Varia-

tions, however, are permissible. In fact, variation is necessary in order to produce a pleasing and natural effect.

Compare the following sentences taken from recent advertisements as regards their power of holding attention and the effort required to read them:

1.—Out of a realization of the tremendous annual waste of money in freight shipments on the part of the railroads and the shippers due to inefficiency and lack of knowledge came a new era in freight transportation.

THE IDEA fathered a great commercial organization of 300 railroad and industrial traffic experts banded together to disseminate knowledge to increase efficiency in the handling of freight transportation problems in such a manner as would make this waste no longer possible.

2.—Here is an opportunity of a lifetime for the young man who can qualify. Tree surgery is remunerative. Tree surgery is healthful, because it supplies an abundance of fresh air and exercise. Tree surgery is fascinating. It is a profession that commands respect.

Untrained men won't do. Tree surgery as Davey experts practice it is a real science—as difficult and precise in its way as medicine or dentistry.

Few people will grasp all that the first example contains at the first reading. Apart from any other consideration, there are too many words in a sentence for the eye to function easily and for attention to be attracted. In the second illustration, each sentence suggests only one idea. The "thought groups" cor-

respond to the sentence structure and the eye functions more easily.

4. *Coherence*.—The skilled and experienced advertiser sees that his copy is coherent thruout—that his facts and purposes stick together. He arranges facts in the order in which they occur; he arranges his material so that the ideas follow one another in natural sequence to a climax.

The following advertisement illustrates coherent arrangement. Each paragraph has some connection in thought with the one before and the one after it. There is no sudden transition; the sentences progress logically. The advertisement begins by stating a difficulty; it progresses by suggesting a remedy and explaining its operation; it ends by telling the reader how to secure the thing advertised.

When a workman without any electrical knowledge starts a motor thru a hand starter he almost invariably starts either too slow or too fast.

In the first case he loses time and burns the contacts on the starter.

In the second case he overloads the motor and blows a fuse or burns up the motor.

E. C. & M. Automatic Motor Starters are built to give the motor-driven machine absolute protection and to minimize the amount of time required to start, without exceeding a safe limit.

As the name implies, E. C. & M. Automatic Motor Starters are absolutely automatic.

To start the motor it is only necessary to push a button or close a small switch.

To stop the motor, push another button or open the switch.

Mail the attached coupon NOW to the nearest branch office and receive a copy of Bulletin 1016, which describes the E. C. & M. Automatic Motor Starter in detail.

5. *Emphasis*.—When the advertiser has chosen his material, he will see that it is not all of equal importance. This must be made evident to the reader. Emphasis is given to the important points by detailed explanation and by prominence of position. Emphasis by prominence of position is generally obtained by placing the most important subject matter at the beginning or the end. Advertisements that begin and end weakly with matter of minor importance fail to make a clear impression and to get maximum results.

6. *Harmony*.—Copy that is arranged and worded so as to be in harmony with the thought and with the medium in which it is presented, is easily grasped. If it is started in the “ginger” style, this must be maintained thruout. If it opens seriously, the same tone should be maintained. If it is started in a confidential heart-to-heart style, this should be kept up to the close.

The purpose for which copy is prepared is of prime importance. Signs, billboards, back pages in colors, newspapers—all should be considered in relation to the goods advertised, those to whom the appeal is to be made and the general purpose of the advertisement.

7. *Copy classified as to form*.—Various forms of copy are employed by up-to-date advertisers. They include the argumentative, the descriptive and the narrative forms.

8. *Use of argument.*—In argumentative copy, the advertiser's purpose is to convince a reader of the truth of a proposition. Statements which are not self-evident should be supported by proof. Sometimes this proof consists only of illustrative facts, showing like conditions, or causes that produce similar results.

Arguments should develop readily and easily and should follow each other naturally and with increasing force. Argumentative copy which precludes any question of appeal or reply belongs to the peremptory type. Still other argumentative copy is designed to set at rest any doubts in the reader's mind, by conceding as well as contending. Both methods have their strong points.

9. *Use of the incident.*—The simplest form of the narrative method is the incident. The use of an incident as illustration often serves to make an advertisement much clearer and stronger. The following short incident in the advertisement of the Grinnell Company indicates the use of the narrative form.

FLESH AND BLOOD, JUST LIKE US

When the prison fire gong sounded through the cheerless silences there came to him a thrill of terror he had never known before.

His young imagination, as yet undulled by his few months of service as a guard, pictured those long rows of cells alive with fear—blind fear that makes men helplessly beat their fists raw against the iron bars.

The thought flashed through his mind, "After all they are flesh and blood just like me."

"If I were the warden," he thought, "I'd let them out. It isn't fair not to give them a chance."

Just as he reached the nearest fire station shrieks came down to him from the barred windows above. As other watchmen were already unreeling the hose he raced on by towards the old East Wing where the danger seemed greatest.

The warden called him back—"Never mind that part, Anderson. Take this hose, and use it, boy. Don't let the blaze reach the stairway, or we'll have to open the cells."

He did as ordered but all the time he kept looking towards the East Wing.

Just as he feared, the old timbers caught at last. He heard them crackling, saw the flames leap and then as suddenly die down again.

"It's the sprinkler," cried the warden, "I knew we could count on them. We should have had them everywhere."

The incident used need not contain the argument. In the following copy it serves only as a peg upon which to hang a statement of merits put in breezy, letter form.

Howdy Pete!

*Philadelphia
Tuesday.*

Always learn something when I head into this old town. Passed my deck of Camels to a fine, business-looking citizen in the Pullman dressing room this morning and this opened up a conversation. Listen, Pete, that man talked the Camel language according to Hoyle!

"Camels are the very Quintessence of cigarettes," said this party Pete, get that word? Or fits—it spreads the news—it spills the whole Camel story! And, if you don't get what I'm driving to you, look the word up in Webster's! Why, Uncle Dan put it there when he dreamed Camels were coming! That man slipped into one word:—mellow mild-body, no cigaretty aftertaste, no cigaretty odor—and—the best cigarette in the world at ANY price!

Such differences of method as these are usually dictated by the character of the product.

10. *Use of the monolog.*—Sometimes the article which is advertised is personified. This method is exactly like that of the well-known “Adventures of a Penny” of our early school days. One of the best illustrations is the following:

A leaf from the diary of a Cake of Soap.

(Being a day’s adventure with “Packer’s”)

8 A. M. THEY started me early this morning, shampooing tiny Ethel. Naturally! Regular shampooing with me means healthy, beautiful hair in after years. Little Ethel will thank her mother then. Thousands of little Ethels have.

11 A. M. I’m in demand. Sixteen-year-old Elizabeth’s using me—and you can’t see her hair for the foam she’s raised! Mother knows that particular care now will help Elizabeth’s hair safely through a critical time—and make it silkier and softer, too. If *all* mothers only knew.

3 P. M. FATHER’S home from a dusty train and makes a dash for the bath-tub—and me. Father says I’m too good to be used for shampooing only; he likes me, too, as a bathing soap—for use all over.

5³⁰_≡ P. M. MOTHER says, "Time for my own shampoo now." So she changes part of me into a beautiful, refreshing lather. She rubs it in. Afterwards she smiles when she sees the pretty lights I've brought to her hair—and the fluffiness and softness, too! Why not?

11. *Use of dialog.*—The dialog furnishes a variation of the narrative form. The danger in its use lies in the tendency to make the dialog too long and the attempt to present too many opposing views. The extract given below is taken from an actual advertisement and is a good illustration of the use of the dialog as a form of advertising copy:

A talk with Leopold Godowsky, world-famous Pianist, Composer, Teacher, concerning the remarkable new Duo-Art Pianola

For awhile he sat silent as if adjusting himself to the tremendous import of what he had heard. . . .

And then he spoke.

"It is truly a remarkable experience," he said at length, "to hear the Duo-Art mirror in every essential quality of tone and expression the Fantasia as I played it a week ago!

"It would be inconceivable if I had not actually heard—if I had not recognized my touch, my characteristics, my art itself.

"It is as if," he continued, "I looked at a color photograph not of my face, but of the music-self that is within me!"

“Are you content that your performance shall go down to posterity, represented as it must be, on a record-roll of this Duo-Art Pianola?” I asked. “Don’t hesitate to state a doubt if you feel one.”

“I recognize the fact that it will be so—and I am satisfied that it **SHOULD** be so,” replied he simply.

The shorter form of dialog is illustrated by the Onyx hosiery advertisement.

12. *Use of the story.*—The story is the most dramatic and perhaps the most useful of narrative appeals. Like any other story, the advertising story is strongest when it has a good plot and a logical succession of incidents that will suggest a final outcome while it conceals what that outcome is to be. The story must arrest the attention at the beginning and hold it to the end. There must be little description; if description is used at all, it should be made subordinate to the narrative.

The story form is best adapted to advertisements of educational courses, text-books and goods that are high priced. The National Commercial Gas Association uses a twenty-page pamphlet entitled “The Story of Nancy Gay” to advertise all-gas kitchens and house heating and lighting by gas. It is a love story much like those of the popular magazines; it holds the interest to the end and impresses the necessity of the use of gas in the home. An excellent use of the story form is made by the company advertising Aunt

"Onyx" Hosiery

of Silk, with "Pointex" Heel



A TIP TO SANTA

BOBBY: "I say, Edna, do you intend to hang up your stocking Christmas Eve?"

EDNA: "Of course, Bobby, nothing less than an 'Onyx,' with Pointex Heel, and" (*glancing at dear old Dad*) "I do hope Santa takes the hint!"

"Onyx"—denotes
Quality in hosiery.

At the Better Shops Everywhere



Emery & Beers Company, Inc.
Sole Owners and Wholesale Distributors NEW YORK

An example of short dialog in copy



"Twas right toward that cabin on the Louisiana side I swung her"

The Night the Emily Dunstan Burned

Pilot Jim's account — an affair of honor—the fire—Tom Maury, "plucky devil"—in Aunt Jemima's cabin—the Aunt Jemima of pancake fame.

"I can't never go past this spot without a-thinkin' on't,"

Pilot Jim mused as he gave the wheel a gentle turn. "Folks" on the Mississippi in these days before the war weren't much like this. They weren't the serious sort—but I'm not sayin' it wasn't more interestin', 'specially for them that likes excitement. Tom Maury was one o' them. He was my engineer, Tom was, jus the Early Dunstan.

"One night we was makin' this very head, glidin' along slow and easy-like, when who should come up behind us but the Shipper Queen, a brass' new packet on the Matches Line. Well, she challenged us an' we know she was fast, but to let her pass outboard a fumble wasn't right—not on this river.

"TOM, he knew the code, an' he loved the Emily. An' here was her honor at stake. Down to the engine room he flew. It seemed like we fairly shot for'ard—pitch pine roarin' under those boilers and Tom a-mus' every ounce of steam he could get outen 'em. Far a while I thought we'd hold the Queen, but no; the boilers couldn't stand it.

"Sounded like a cannon fire'd down below, an' the Emily shuddered, seemin' ter know her time had come.

"And over all the shoutin' and the noise of 'cuple steam I heard Tom yellin' up to me: 'Jon—quick—no th' hull!' An' he sworn, 'I'll hold her there,' he says, till the last of yer's on shore."

"Twas right toward that cabin on the Louisiana side I swung her. And now we was racin' fire on' death. I

could feel the heat a-flavin' 'em, Tom's engines dyin' down. A minute seemed like an hour. Would be ever make that shore?"

"Somewhere we did! Somehow we all got off—save Tom."

"An' I was thinkin' on how out of them big, bright sparks might be flyin' up inter th' stars with his soul that very minute. Crouched ther I was a-holdin' that landin' board, an' 'splain' when somethin' gropped my shin like a vine. Nearly spent me, an' I cursed. But when I looked down, folks,—bless em! that was Tom! An' he says to me, cool and calm: "What you comin' 'er, Jon? Didn't I hold 'er!"

"The plucky devil—he'd sworn b)"

"STILL things looked bad for us—on 'em'is' by, where we could board the Shipper Queen. But she was loaded heavy anyhow, an, secin' we was safe on land, she steamed out a' solitary on.

"The women folks trugled into that cabin you see yonder an' when us men went up we found 'em that an' a nigger manny was a-mechurin' 'em all. Blast me, of she didn't have 'em all calmed down. An angel could 'b' done no better.

"Well, it turned out that she was Colonel Higbee's 'Aunt Jemima,' the rock we'd heard tell about from Missus clear down ter N'Orleans.

"The Colonel's manny got back away from the river, up on that hill. There we was welcomed, all of us, the night the Emily Dunstan burned. And in the mornin' we found out what made Aunt Jemima famous. Those pancakes of hers!"

But here Pilot Jim was interrupted and the narrator gave the rest of his story.

ACCORDING to tradition this is the Aunt Jemima you know. It is said that years after the Civil War she still lived in that little cabin on the banks of the Mississippi. But things had changed. Colonel Higbee's plantation had gone the way of so many in those trying days of reconstruction; and the "Mama" himself was gone. Aunt Jemima was finally prevailed upon to sell her recipe for those pancakes. And so it happens that today you can have them.

Aunt Jemima Pancake Flour is made by that magic recipe! It comes to you even with milk already in it (a powdered form), with every ingredient she herself used except the water.

So rich it needs no eggs!

Simply stir in the water with Aunt Jemima Pancake Flour and you have, in a jiffy, perfect batter for the most delicious cakes you've ever tasted. Tender, golden-brown, fine-flavored—every time they come off the griddle the same.

Get from your grocer today a package of Aunt Jemima Pancake Flour—and, tomorrow, have some of those pancakes!

Since the night the Emily Dunstan burned, they have become famous all over the nation.

You can give a pleasing variety to your pancake breakfasts by the frequent use of Aunt Jemima Buckwheat Flour, it, too, is ready-mixed. And from exacting methods of milling it gives always the fine, old-fashioned buckwheat flavor.

"It's in town. Honey!"

How to get the Pancake

Bag Delta

Look on the top of

any package of Aunt

Jemima Pancake or

Aunt Jemima Buck-

wheat Flour to find out

how to get the honey

Aunt Jemima Bag Delta

Copyright 1918, Aunt Jemima, Milled Company, St. Joseph, Missouri



The story form of advertisement used in an effective way

Jemima Pan Cake flour in their copy "The Night the Emily Dunstan Burned."

Another use of the story form is shown by the Alexander Hamilton Institute advertisement "How a small business became the largest of its kind." In this copy is featured the story of a successful business man, and the means by which he achieved his success are described. The story and the Modern Business Course and Service, which the copy advertises, are well tied up.

13. *Educational copy*.—In a broad sense, all copy is educational. This designation is, however, commonly restricted to copy which replaces wrong ideas of a product or service with accurate ideas, or copy that tells one exactly why an article is of value or how to use it to the best advantage.

Educational copy that is specific in its why, how and wherefore, makes an advertisement understood. It can be presented in the narrative, argumentative or descriptive form. The Camel Cigarette copy and that of the E. C. & M. Motor Starter are both educational. The Jergen Soap advertisement illustrates a method of educating the public to new reasons for using soap.

14. *News copy*.—The advertiser takes advantage of the human interest in what is new when he uses "news" copy. The opening of a new tract in a city gives the real estate advertiser a chance for news copy. The invention of an improvement on a well-

How a small business became the largest of its kind

A true story especially valuable to any man who is, or hopes to be, in business for himself.

SOME years ago, in the corridor of a down-town office building in New York, a very little business was started. One might suppose that it would always have remained a little business; for it dealt in a very small commodity—theatre tickets.

Today that business, in addition to its down-town quarters, occupies a whole building on Broadway near Forty-third Street; and has its branches in a half dozen New York hotels. Its annual turnover runs into the millions. "McBride's" has become a national institution patronized by thousands of successful men and women in all parts of the land.

"The average man could double his success"

WHAT was it that happened to the "nice little business" to cause it to become the largest business of its kind?

John McBride, one of the three men who have made it, answers that question this way:

"My father's sound judgment, combined with my brother's work and my own would have made us successful under almost any circumstances.

"But the Alexander Hamilton Institute's Modern Business Course and Service came to us at just the right time. It taught us to think in large terms; it gave us increased self-confidence. We were no longer satisfied to have a nice little business; we determined to have the largest business of its kind in the world."

Only successful men and women deal with the McBrides; those who are glad to pay 50 cents additional on each theatre ticket for

the sake of service and convenience. The leaders of finance and industry throughout the country are their customers.

"I have studied these successful men," Mr. McBride says, "and the quality they have which other men lack is simply this—complete faith in themselves. That faith is founded on the knowledge that they are masters of business; that they can deal with any crisis when it arises and can reach out and grasp any opportunity when it occurs.

"I believe the average man could double his faith in himself in a few months if he would make himself master of the fundamentals of business thru such a training as the Alexander Hamilton Institute can give."

No business is different

YOU say that the McBride business is "different." Mr. McBride does not think so. He found that he needed to know credits, and merchandising, office management, corporation finance, and investment, salesmanship and advertising—the very same business fundamentals that apply in every office and factory in the land.

Fundamentally his business is no different than that of any other business. That is why he has profited by this Course and Service just as many men have in every line of business.

More than 85,000 men representing every kind and department of business have tested the practical value of this training. They have proved that training breeds self-confidence, and self-confidence means business progress and increased earning power.

Will you be content with small success?

TODAY you may decide for yourself whether you will be content with merely an average success; or whether you will avail yourself of a training that fits men for executive positions in big business, and for making the most of their opportunities in a business of their own.

But this is a fact worth remembering. Every man pays for a business training



John McBride of McBride's Inc., New York City, the largest company of its kind in the world

whether he receives its benefits or not. He pays in the difference between small success and large; in opportunities that pass him by because he has not the knowledge and self-confidence to reach out and grasp them.

All men pay; a few benefit. You have the opportunity to be one of the few.

Send for

"Forging Ahead in Business"

THE Alexander Hamilton Institute's Modern Business Course and Service, which helped John McBride to increase his income, is open to you also.

For men who really care about their future the Institute publishes a 112-page book entitled "Forging Ahead in Business." Would you today like to begin to acquire that training which gives a man confidence to seize his opportunity when it comes? Then for you there is a copy of this book—free.

Send for your copy now.

Alexander Hamilton Institute

600 Astor Place New York City

Send me "Forging Ahead in Business" which I may keep without obligation.

Name _____
Business Address _____
Business Position _____



An effective use of the narrative form



How the world's highest salaried engineer gets his relaxation

To give him needed moments of rest, the rules of a great company are set aside

BRIGHTLY lighted streets and houses—swift elevators—fast-moving cars—these modern marvels of science are possible only because of one tireless brain. It is the ceaseless work of Dr. Charles P. Steinmetz that is the real basis of many of the greatest electrical inventions of our day.

Today he is known as one of the few "hundred thousand dollar" men of America. For years he has been chief consulting engineer of the General Electric Company.

And he alone among the 60,000 workers in this great firm is allowed to smoke.

His long, thin cigars are almost as famous as his Law of Magnetism. They represent his method of making hours of work and moments of rest count to the full.

All the world's leaders—all the men and women who have accomplished the most—have had this same faculty. They have known the value of alternating work with brief moments of relaxation. It is only this frequent momentary recreation that has saved them from breaking down under the strain of their efforts.

In order to gain these vital moments of relaxation, Foch discussed theories

of science while battles raged. A famous surgeon frequently reads a passage from Mark Twain with his waiting-room filled with patients. One of America's greatest scientific workers stops his work from time to time to play a tune on an organ. Roosevelt used to pause to read jingles.

It is remarkable how many different things and what simple things will help us gain this momentary relaxation.

We have all noticed, for instance, that just the ordinary act of washing the hands often relaxes and rests us surprisingly.

Make your brief moments of rest really refreshing

TODAY there is a new way—a simple, inexpensive luxury that makes this commonplace, pleasant act of washing twice as refreshing. With Jergens Violet Soap you can make the bathing of your hands and face a real momentary relaxation. Notice the delightful lathering of fragrant cleansers that this simple act gives you—how smooth and cool it leaves your skin.

The crystal clear soap contains an ingredient that soothes and refreshes. The living fragrance of violets is released the moment the cake touches the water.

Whenever work leaves you fatigued or nervous—in the middle of a busy morning or afternoon, or at the end of a trying day—use Jergens Violet Soap. The

same unusual properties that make it refreshing when you are tired are just as delightful for general use. It gives the mere bathing of the hands and face a new value—makes it a new pleasure.

You can get Jergens Violet Soap wherever soap is sold—15 cents a cake.

Send 5 cents for a post-free cake

Send us 5 cents and we will mail you at once a small cake of this delightful soap. Write today to The Andrew Jergens Co., Spring Grove Ave., Cincinnati, Ohio. If you live in Canada address The Andrew Jergens Co., Limited, Sherbrooke Street, Perth, Ontario.



JERGENS VIOLET SOAP

TRANSPARENT

Combining interesting and instructive facts with the advertisement

known article permits the news element to dominate the copy.

A striking series of advertisements illustrating news copy features the electrically operated trains of the Chicago, Milwaukee and Puget Sound Railway. Waterfalls along the route furnish motive power for these trains for 440 miles. The route is fixed in the reader's mind, and a novel and interesting trip is suggested.

15. *Historical contrast.*—Historical reference is used effectively by the American Telephone and Telegraph Company in its advertisements to contrast present day facilities for rapid transmission of messages with conditions in past days. The advertisement copy reproduced below is one of the best of this company's advertisements:

ONE NATION; ONE PEOPLE

When Patrick Henry declared that oppression had effaced the boundaries of the several colonies, he voiced the spirit of the First Continental Congress.

In the crisis, the colonies were willing to unite for their common safety, but at that time the people could not immediately act as a whole, because it took so long for news to travel from colony to colony.

The early handicaps of distance and delay were greatly reduced and direct communication was established between communities with the coming of the railroads and the telegraph. They connected places. The telephone connects persons irrespective of place. The telephone system has provided

the means of individual communication which brings into one national family, so to speak, the whole people.

REVIEW

What are the chief requirements of the language of effective advertisements?

Illustrate the distinction between disjointed and coherent advertisements.

When is argument usefully applied?

Examine the advertising pages of a current magazine and classify contents according to the form of matter, using the classifications given in Sections 7 to 10 of this Chapter.

CHAPTER VI

MAKING THE ADVERTISEMENT PRODUCE ACTION

1. *Getting decision and action.*—An advertisement may perform merely the preliminary functions of securing attention and interest, or may do even less. It may succeed simply in laying the groundwork; that is, it may be placed where it will be seen and read. In a magazine having one hundred pages of advertising, it is possible that fully one-half of this matter will attract the attention and even hold the interest of a reader. He may write for circulars of half a dozen products advertised. His buying capacity, however, may limit him to the selection of one. Obviously, without regard to the advertising value of the impressions the reader receives, only one advertisement in the lot which attracted his attention has actually performed its function by making a sale. Thousands will read where one will buy.

It has been customary to assert that whether or not an order is received, considerable influence—the influence coming from publicity—has been exerted by an advertisement upon the minds of the people. With the growth of advertising, the study of its laws and the making of careful estimates of its cost compared with its returns, has come the realization that the only

goal of the advertisement is *favorable action* on the part of the reader.

While occasionally an advertisement "happens" to pull apparently for no definite reason, yet out of a thousand advertisements which have shown remarkable pulling power it is more than probable that nine hundred and ninety-nine conform largely to certain more or less definite laws and principles in securing favorable decision and action.

2. *The process of reasoning.*—Experiments with the working machinery of the minds of men show that there are certain stimuli to which all minds will respond similarly. Human nature is not so difficult to analyze as it was thought to be in the past.

People reach decisions by one of two methods or a combination of the two; they are, reasoning and suggestion.

People, as a rule, are more susceptible to suggestion than they are to reasoning; consequently, action is produced thru suggestion more frequently than thru reasoning. An advertisement should generally make an appeal to the emotions even tho it contains "reason-why" copy. Men who arrive at a decision by the deliberative method are somewhat more difficult to convince than those who respond to suggestion. A person who reasons is one who has a store of stable and definite purposes and who does not decide on an action until he has ascertained whether it is in line with these purposes.

3. *Elements of the reasoning act.*—A deliberative

act in response to an advertisement consists of the following elements:

1. A questioning as to whether the qualities claimed for the goods are really plausible.
2. A feeling that the goods are desirable.
3. A comparison of the desirableness of the advertised goods with the desirableness of other goods.
4. A choice of one or the other and an act to obtain the goods, i.e., the sending of an inquiry, signing an order or going to the store.

Before action comes decision. As there can be no action before one decides to act, the important thing is to secure decision.

4. *Creating and maintaining confidence.*—Practically all action is based upon confidence. With the growth of cooperation, confidence has become enormously strengthened. Daily we buy advertised articles, feeling sure that they will come up to certain standards and having confidence that they would not be advertised so strongly were they not worthy of securing this belief. In this trustfulness, habit plays a great part. If a woman is not in the habit of buying household appliances which revolutionize her work, such as a vacuum cleaner, a considerable basis of confidence must be laid before she will become a purchaser. If a laborer, whose daily work is confined to physical activities, is solicited to purchase a set of books, a strong basis of confidence must form the root of this act.

In general, the more unusual the proposed course

of action, the greater the necessity for providing a basis of confidence. Hence, the newer the product the greater the time, energy and money which must be spent in establishing confidence by means of advertising. To a prospective purchaser of jewelry, the words, "Tiffany—Diamond—\$2,000," may establish practically all the confidence necessary for making a sale. The house of Tiffany is known to be entirely reliable; and diamonds are practically standardized as to price, particularly when guaranteed by a jeweler whose honesty and skill are unquestioned. Confidence may be secured in two ways, thru testimonials or prestige.

5. *Confidence thru testimonials.*—The advertiser views the field, and judges the amount of confidence that buyers must have before they will exchange their money for something that, from their point of view, may or may not be good. Sometimes indorsements are used freely at the beginning of the advertisement, forming a background of confidence. Again, indorsements are brought to the notice at the very time that decision and action are to be impelled. Such advertising proceeds on the basis that not until the reader is asked to part with his money will he be prepared to read confidence-getting references to the best advantage. Advertisers take advantage of this principle when some impelling phrase, backed by an unquestioned testimonial, is placed above the coupon that is to be filled out in ordering.

6. *Confidence thru prestige.*—If testimonials are

given by the unknown or the unimportant members of a community they will have little or no effect. When the suggestion that neighbor Brown has just installed an all-gas kitchen may secure no favorable action on the part of the prospect, the suggestion that the Reverend Dr. Smith or Mayor Grant has done so, may lead him on to do likewise at once. The power of prestige lies in its ability to excite admiration and therefore imitation.

A good illustration of securing confidence thru prestige is found in the advertisement of Community Plate, page 87, which emphasizes a list of prominent women who are users. The fact that so many of the best known hostesses use this plate is enough to lead many purchasers of table silver to ask for the particular kind advertised.

The Corona Typewriter advertisement, page 88, is another illustration of confidence thru prestige. The Alexander Hamilton Institute has built up a prestige for its own product by advertising which can be utilized by the Corona Company in showing that their typewriter is indorsed by another well known concern.

Other factors that may be classed as means of securing confidence by prestige are: (1) age, as "Rogers Brothers—1847"; (2) size or location of plant or buildings, illustrated in the H. W. Johns-Manville Company advertisement, which gives the location of all its factory branches, number of em-



Photographed by special permission

Dining Room of Mrs. O.H.P. Belmont

The Vogue of **COMMUNITY PLATE**

Mrs. BELMONT, who is as prominent in Suffrage as she is in Society, is the mother of Consuelo, Duchess of Marlborough. She has the Patrician design in COMMUNITY PLATE.

A Few Distinguished Patrons of COMMUNITY PLATE (by permission)

Mrs. G. D. P. BELMONT, N.Y. Fort
Mrs. CLYDE BARNHAM, N.Y. Fort
Mrs. EUGENE JOURNAL, Rome

Lady RADMUND CROFTON, London
Mrs. BURNING PALMER, Chicago
Mrs. JAMES VILAS, Chicago
Duchess of Marlborough, London

BARONESS BISHOP, Paris
Mrs. JAMES D. HADSON, N.Y. Fort
Mrs. RICHARD C. VANDERBILT, N.Y. Fort

Chests containing an outfit of COMMUNITY PLATE for the table can be bought at prices ranging from \$47 to \$500. Or sold in individual sets; for instance, set of six teaspoons, \$4.50. At your service for 50 years.

OXFORD COMMUNITY, Ltd., Oxford, N.Y.



The use of well known names lends prestige to the product and induces action thru imitation

How a small business became the largest of its kind

The surest way to build a bigger business is to increase the number of your associates

Big Men Can See You

How to Plan and Carry Out Your Business

CORONA

ALEXANDER HAMILTON

This booklet tells what many big corporations think of Corona. Send for a copy

"Forging Ahead" with Corona

ALEXANDER HAMILTON INSTITUTE'S representatives journey the world around, and to them "carrying the torch of learning" means "traveling with Corona." Many a member of this great school's scout service won his Corona as a quota prize; and the sending in of reports, letters, and territorial data uniformly, neatly and systematically Coronatyped has become a standard practice. Thus big business sets the pace. No less useful in smaller concerns, or even in affairs of the household and school, is Corona—folding up like a book and as readily portable, unobtrusive when idle, a giant for accomplishment when busy.

Consult your telephone book for nearest Corona dealer

Built by
CORONA TYPEWRITER COMPANY, INC.
GROTON, NEW YORK

\$50
with carrying case



CORONA

The Personal Writing Machine

TRADE MARK

Fold it up — Take it with you — Typewrite anywhere.

The indorsements of other well-known firms are often used for prestige

ployes and selling agencies; (3) the guarantees as illustrated by the advertisement of Autoreelite on page 90; (4) plausibility in the advertisement which in itself invites confidence. An advertisement that rings true is not flamboyant and avoids gush of any sort.

7. *Securing action thru argument.*—Briefly, argument has three phases: firstly, the statement of a part of or the whole case that it is desired to prove; secondly, the arguments more or less intimately associated to prove the leading statement or proposition; thirdly, the summary which is substantially a restatement of the proposition as given at first. In advertising, the “offer” or the statement of what the advertiser will do, commonly follows.

Altho clearness and logical arrangement toward a climax are necessary in presenting arguments, the chief thing is to emphasize a supreme point by which, so to speak, a prospect is “swept off his feet.” An extended argument should have some point that will turn the scale.

For example, an advertisement of an automobile designed for a reasoning man, will dwell upon its commercial value, stability, durability and simplicity of mechanism, but will emphasize a certain factor which distinguishes it from others, i.e., its speed or its economy of fuel. Any play upon the emotions such as pride, self-esteem or prestige in owning a car would be folly, and so would the recommending of joy rides or running races on impulse, for a reason-

Autoreelite

The Spotlight With a Guarantee

This "handy spotlight on a reel" is backed by the maker's unqualified guarantee, against defects due to poor materials or faulty workmanship. A signed guarantee certificate goes with every Autoreelite.

Autoreelite makes night driving safe and sure. Self-contained. No loose parts to be mislaid.

Model B-6—6-inch diameter, 20 c. p. lamp \$10.00

Model B-7—7-inch diameter, 27 c. p. lamp 12.00

Sport Model; all nickel 16.00

All models have rear view mirrors.

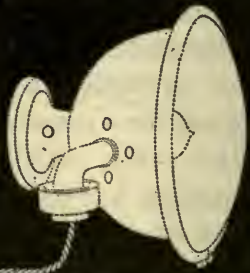
At the best dealers and supply houses.

Write for booklet S. P. 301.

Can be reeled out any distance up to 12 feet to help "spot" and remedy tire and motor troubles.

ANDERSON ELECTRIC
& EQUIPMENT CO.

154-160 Whiting St.
CHICAGO



An advertisement which invites confidence thru the use of the guarantee

ing man who is in the market for a car will understand the danger of loosened bolts, of clogged spark plugs and other disorders.

When in 1920 the price of milk was raised in New York State, Borden's Farm Product Division issued "reason-why" copy in various New York City newspapers. A diagram showed "What Becomes of Your Milk Dollar." The conclusion was that only $3\frac{1}{4}$ cents were retained as profit to the distributor. There were eight paragraphs of copy dwelling on the expense of inspection, of handling the milk in a sanitary way, but the chief point thruout was service. There was no play on the emotions, simply an appeal to the reason, a demonstration that Borden's is the kind of milk to buy because of the *service* that you get all along the line and that Borden's has a reason for existing because your dollar is spent for *your* benefit.

8. *Securing action thru suggestion.*—Few of our actions are the result of a carefully reasoned decision. Most of our acts are the result of imitation, habit, suggestion or some related form of mental phenomenon which is inferior to the reasoning processes. Our most important moves and our most sacred conceptions are reached by means of the merest suggestion. The majority of people are largely influenced by suggestion.

Suggestion has a further value in leading people to a decision in that considerably more time is required to follow a line of reasoning than to follow a series of suggestions. An advertisement may argue the neces-

sity of buying a new suit without eliciting any response, but when the suit is seen on a living model, a woman can easily imagine herself wearing it with consequent improvement in appearance, and most likely she will decide to buy one.

The chief point, then, in the use of suggestion as a factor to secure decision and action is that it must be put so strongly that competing or adverse ideas are not awakened, or if they should arise, they immediately vanish.

There are three general methods of making a person susceptible to suggestion: (1) by securing his confidence; (2) by repetition; (3) by a device known as indirect suggestion. The first one has been discussed in sections 4, 5 and 6 of this chapter.

9. *Suggestion by repetition.*—By continued repetition the advertiser is often able to bring about the state of mind which must precede a purchase. There must be repetition in suggestion; either the suggestion must be repeated in the advertisement or the advertisement must be repeated in the medium. The amount of direct suggestion that it is necessary to use varies directly with the difficulty of the act to be performed. In advertising, where it is admittedly difficult to get the reader to act, direct suggestion may appear again and again thruout the copy.

10. *Indirect suggestion.*—The imitative faculty constantly compels imitation of a suggested course. The well-to-do society reader of *Vogue* or *Vanity Fair*, would, for example, most certainly resist any



Mystical, magical, faint
Charm that can never grow pale
Lives in the mesh of a veil

VAN RAALTE
Veils

Use of extreme simplicity of design and copy to enhance force
of indirect suggestion

direct command in an advertisement that she wear a certain fabric or garment. Yet she may be influenced greatly by an illustration featuring the Duchess of Marlborough or the Princess Troubetzkoy in a becoming gown of the advertised material.

Indirect suggestion is employed in the advertisement of Van Raalte Veils but the suggestion is none the less forceful because of its indirectness or the fact that the story is told in three short lines.

The Paramount Pictures people are anxious to sell moving pictures to the public but they are even more concerned in making the public search out Paramount pictures. In their advertisement they have first struck the big appeal of the movies. But they have put stress on the point that Paramount are the sort of pictures to see.

11. *Securing action thru "limited time."*—A method based on one of the most valuable principles of selling is employed extensively by insurance agents. Learning when a prospective insurer's birth-date will call for an increased rate, the agent points out how money will be saved by taking insurance on or before a certain time. The advertiser conforms to a similar principle in limiting the time in which a certain offer is left open.

"Do it now"; "Act today"; "Sign the coupon"; "Don't delay"—these and hundreds of other direct commands look out from the pages of every newspaper and magazine, and strike the observer's eye from every billboard. Sometimes these phrases are



*There's your Place
where are you?*

BUYING entertainment takes just as much good sense as buying anything else.

The thing to do is to know what to ask for and where to get it.

If you are out for the best entertainment, you

are out for Paramount Pictures—their enchantment never fails.

Find the theatre that shows them—look for the advertisements—and you will soon know that *that* was your place *long ago*, if you had but known it!

A few

OF THE NEW PARAMOUNT PICTURES

ALPHABETICALLY LISTED

T

Roscoe ("Tary") Aronson in
"The Roused Up"

Edith Barrett in
"Her Husband's Friend"

Billie Burke in
"Frisby Mrs. Johnson"

Edith Clayton in
"A City Sparrow"

Edith Clayton in
"Sins of Romance"

A Cosmopolitan Production
"Honorables"

A Cosmopolitan Production
"The Kerkens Set"

Dorothy Dalton in
"Mad As Honor"

Dorothy Dalton in
"A Romantic Adventure"

Carl B. Doddler's Production
"Something to Think About"

Elsa Ferguson in
"Lady Rose's Daughter"

George Fitzmaurice's Production
"Ideals of Clay"

George Fitzmaurice's Production
"The Right to Love"

Dorothy Gish in
"Little Miss Rebellion"

William S. Hart in
"The Crucible of Courage"

Douglas McLean in
"The Jailbird"

Thomas Meighan in
"Civilian Clothes"

George Melford's Production
"Behind My Wife"

A Paramount Special Production
"Held by the Enemy"

Charles Ray in
"An Old Fashioned Young Man"

Charles Ray in
"The Village Smith"

Wallace Reid in
"The Charm School"

Wallace Reid in
"What's Your Hurry?"

Maurice Tourneur's Production
"Deep Waters"

Bryant Washburn in
"Burglar Proof"

Bryant Washburn in
"A Full House"

A Paramount Production

Paramount Pictures



FAMOUS PLAYERS-LASKY CORPORATION

INCORPORATED IN NEW YORK CITY OFFICE: 150 N. YERGEN ST. NEW YORK, N. Y.



Enlists interest thru showing the types of people to whom the pictures appeal

used as headlines; at others, they form the backbone of the advertisement. Often imperative phrases or sentences are placed above the order coupon. Sometimes they are presented in the form of a rhymed jingle that sticks in the memory like a burr in a coat.

Mail
Coupon
NOW!

THE OLIVER TYPEWRITER CO.
 1077 Oliver Typewriter Bldg., Chicago, Ill

☐ Ship me a new Oliver Nine for five days free inspection. If I keep it, I will pay \$64 at the rate of \$4 per month. The title to remain in you until fully paid for.

My shipping point is.....

This does not place me under any obligation to buy. If I choose to return the Oliver I will ship it back at your expense at the end of five days.

☐ Do not send a machine until I order it. Mail me your book—"The High Cost of Typewriters—The Reason and the Remedy," your de luxe catalog and further information.

Name

Street Address

City State.....

Occupation or Business.....

An effective use of the coupon in a way
to bring quick results

Note this coupon, taken from an advertisement of the Oliver Typewriter Company. The suggestion at the left of the coupon "Mail Coupon now!" altho not featuring a "limited time" appeal, tends to secure action because of its direct suggestion.

Restrictions upon anything usually make that thing desirable. This tendency has been turned to constructive use in advertising, by limiting the time in which

a given offer will stay open. Usually the offer has to do with a "special" price which is to be raised after a certain period of time has elapsed. The advertisers of the new Encyclopedia Britannica published the date on which the price would be materially advanced, thus automatically stimulating orders.

12. *Securing action thru "free offer."*—There is in all of us an inherent love of "getting something for nothing." Anything offered free, therefore, always attracts, aside from the immediate consideration that it appeals to our natural cupidity. The basic fact that the prize must often be paid for indirectly does not usually detract from its value. The advertiser who makes a bid for action by means of free samples, booklets or service is, therefore, conforming to an important psychological principle. The free offer that he makes may not actually sell the goods, but as a means of getting a reply, it is of rare value.

The "free offer" may secure a position as an attractor of attention at the beginning of an advertisement. Many advertisers, however, prefer to use it chiefly in inducing decision and action. In this case, the free offer is featured in the close of the advertisement, often with such skill that a high percentage of favorable decisions is bound to result.

13. *Making it easy to act.*—The advertisement that requires a minimum of thinking effort on the part of the prospective customer stands the best chance of getting the order. When it is necessary to write a letter, to inclose check, draft or money order, to stamp

and mail the envelop, many sales are lost. These obstacles are guarded against when the number of mechanical processes which must be performed is cut down to a minimum.

"Fill in your name and address on the attached coupon. Place it in an envelop and mail to us," is not only a definite direction, but calls attention to the ease of the necessary operations. "Check the booklet you want," not only induces action by direction, it makes it easy to act. The corner coupon, needing but a single clip to separate it from the rest of the advertisement, was a long step forward in reducing obstacles to a decision which is the final factor in producing action.

Direct and indirect suggestion, carefully and logically worked out arguments that aid in deliberation, combined with mechanical ease of response are to be sought in the preparation of advertisements. The barrier between the suggested act and its performance must be made as slight as possible, no matter whether the argumentative or the emotional appeal is used.

REVIEW

Outline the steps thru which the decision to act upon an advertisement is reached.

Describe the different means thru which confidence is gained and maintained, and action stimulated.

Why is it important to make the buyer's action easy? Describe some of the devices used to attain this end.

CHAPTER VII

HUMAN APPEALS IN ADVERTISING

1. *What are human appeals?*—Under human appeals in advertising we may include any appeal to the consumer which arouses his interest thru sentiment, emotion or any one of the senses. For example, the appeals to fear, or to love, or to taste are human appeals. It may be said that practically all advertising which gets results is human appeal advertising; advertising which lacks that appeal lacks human interest and where there is no interest there can, of course, be no inducement to action.

The advertiser requires an intimate knowledge of the operation of the human mind. Advertising has, in fact, been defined as "the operation of one mind upon another in marketing a product or service." This definition, while general, is fairly accurate. Thoughts arising in the mind of one person are communicated in advertising to another mind or minds. Obviously, when the first mind can induce the second mind to act according to the desires of the first, the object of advertising has been fulfilled.

2. *Appeal to the senses.*—The study of human appeals is, in part, a study of certain states, impulses, propensities and faculties. Briefly, sensation is the

response to a stimulus. The sensations of the eye differentiate the colors, forms, shapes and sizes of things; those of the ear are aware of sounds; those of the skin are conscious of warmth, coldness, sharpness, lightness and heaviness; then there are the body currents that make us aware of pain, pleasure and so on. Sight is a sense which acts as interpreter to all the other senses. Only thru what we see in an advertisement can we recognize the appeal to other senses—touch, taste, smell and sound.

The advertiser would have no difficulty usually in making a sale if the prospective buyer could see, feel, hear, taste or smell the object he desires to sell, instead of having to depend on the printed word or illustration. However, it is possible by word and illustration to picture other people enjoying, *thru their senses*, the product advertised.

Because of the law of suggestion, and because human beings readily imitate what they see, i.e., carry out in action what is suggested to them, the advertiser is able to appeal to the senses of his readers. Imagination and the desire to imitate others experiencing enjoyment makes possible an appeal to the eye which spreads to the other senses.

3. *Touch*.—The appeal to the sense of touch is well brought out in the advertisement of Woodbury's Soap under the caption "A Skin You Love to Touch." Here the suggestion that by the use of Woodbury's Soap the complexion becomes greatly improved and the skin smooth to touch makes an appeal which is



A miniature set of Woodbury's skin preparations sent to you for 25 cents.

Send 25 cents for the dainty miniature set of Woodbury's skin preparations, containing your complete Woodbury treatment for one week.

You will find, first, the little booklet, "A Skin You Love to Touch," telling you the special treatment your skin needs, then a trial size cake of Woodbury's Facial Soap—enough for seven to ten days of use; a sample cake of the new Woodbury's Facial Cream; and samples of Woodbury's Cold Cream and Facial Powder, with directions showing you just how they should be used. Write today for this special new Woodbury outfit. Address The Andrew Jergens Company, Spring Grove Ave., Canton, Ohio. If you live in Canada, address The Andrew Jergens Co., Limited, 340 Broadway Street, Port, Ontario.

Any girl can have the charm of "A skin you love to touch"

REMEMBER that your skin is changing every day—each day old skin dies and new takes its place. By giving this new skin as it forms, intelligent care, any girl can have the charm of a fresh, attractive complexion.

Begin, now, to give your skin day by day the special care it needs, and see how quickly it will recuperate from past neglect—how wonderfully its own vital power will help you to overcome its defects!

In the little booklet on the care of the skin, which is wrapped around every cake of Woodbury's Facial Soap, you will find

special treatments for such common skin troubles as blackheads, blemishes, conspicuous nose pores, etc. These treatments have helped thousands of women to gain a clear, lovely complexion. Get a cake of Woodbury's today, and begin tonight the treatment your skin needs. By simple, regular care you, too, can win the charm of "A skin you love to touch."

A 25-cent cake of Woodbury's Facial Soap lasts for a month or six weeks of any treatment, or for general cleansing use. Sold at all drug stores and toilet goods counters in the United States and Canada.



Both the illustration and the copy make a strong appeal to the sense of touch

hard to resist. The illustration, too, is in harmony with the text and further carries out the suggestion of this appeal. Other products in which this appeal is used are underwear, shoes and clothing where the "comfortable feeling," "non-irritating to skin" is featured.

The suggestion of the lightness of touch with which a razor may be used after the application of the foamy lather made by a certain cream, "the Gillette shave is velvet-smooth, no matter how wiry the beard," furnishes further illustration.

4. *Taste*.—The sense of taste has a wide range of practical use in making an appeal, because of the comparative ease with which memories of taste are reawakened. Food products and beverages whose principal selling point is based on taste, are often advertised in this way. It is not easy by means of words alone to make a reader imagine the taste of a thing. An illustration usually makes it much clearer. If words only are used, they must furnish a vivid stimulus to the imagination.

The following description appears under an illustration of vegetables grouped around the well-known "Campbell Kid." It is not only appetizing but gives properties, spiciness and variety of ingredients.

The stock, made from selected beef, is of remarkable strength and fine flavor. You could not have a more nourishing foundation for vegetable soup.

The white potatoes, sweet potatoes, carrots and yellow turnips give both substance and flavor.

These we cut into attractive little cubes—or “dice” as they are called.

We include “baby” lima beans, tender peas, tomatoes, sweet corn, cabbage and juicy green okra.

We add rice and barley, celery, parsley and other delicate herbs, also a hint merely of leek and onion. And we blend in a sprinkling of “alphabet” macaroni with just a touch of sweet red peppers to give a pleasing snappy effect to the combination.

The None Such Mince Meat advertisement pictures two appetizing dishes made with None Such Mince Meat. The copy as well as the illustrations make a good appeal to the sense of taste.

The Royal Baking Powder Girl furnishes an excellent illustration of plain, direct suggestion. The picture, on page 104, speaks for itself and needs no amplification by means of words.



“—and Mince Pie”

How often we overhear patrons end their orders at hotel or restaurant tables with these words! For Mince Pie—None Such Mince Pie—is the great American dessert.

Only the finishing touches are left for the chef or housewife to add in baking None Such Mince Pie. We collect and prepare the many choice ingredients and do nine-tenths of the work of pie baking in our model kitchens.

In case you do not wish to bake your own, your baker will be glad to supply you with None Such Mince Pie.

Thursday is None Such Mince Pie Day, and as such is observed nationally.

You add no sugar to None Such—
the sugar is in it

WINDHAM SUGAR COMPANY • WINDHAM, N. Y.
Sole U.S. Agents: WINDHAM SUGAR CO., Ltd. • TORONTO, CANADA



None Such Pudding:—None Such pudding is a delicious dessert, and is made with the finest ingredients. It is a rich, creamy pudding, and is a favorite with all who love it. It is a delicious dessert, and is made with the finest ingredients. It is a rich, creamy pudding, and is a favorite with all who love it.

NONE SUCH MINCE MEAT



The copy and the illustration harmonize well in bringing out an appeal to taste



A black and white illustration of a young girl with dark hair in pigtails, smiling and holding a large cake on a tray. She is wearing a patterned dress with a large bow at the back and a matching apron. The background is plain. In the bottom left corner, there is a circular logo with the text 'ABSOLUTELY PURE' around the top and 'ROYAL' in the center. Below the logo, the words 'ROYAL BAKING POWDER' are written in a bold, serif font. To the right of the girl, the text 'Her First Cake' is written in a cursive font. The signature 'Tom Brown' is visible in the bottom right corner of the illustration.

Her First Cake

ABSOLUTELY PURE
ROYAL
ROYAL BAKING POWDER

Tom Brown

The illustration in itself makes an unusually strong appeal to the sense of taste

COLGATE'S

CASHMERE BOUQUET SOAP



Mid Silks and Lace

WITHIN a dim old attic while the rain
 Beat rhythmic music on the window pane,
 And danced upon a sounding roof and where
 A spicy smell of simples filled the air,
 Where dusty cobwebs hung from dusty beams,
 Within a place of memories and dreams,
 I found a trunk that rubbish well nigh hid,
 And as I lifted up the creaking lid,
 A sweet familiar fragrance filled the place;
 Cashmere Bouquet! and lo, mid silks and lace,
 My mother's mother loved long since and wore,
 A cake of soap that she'd placed there before
 My mother's birth, its perfume sweet retained
 The while a thousand moons had waxed and waned.

This perfume from a myriad scented flowers,
 Created by the witchery of showers
 And dew and wind and sun, was caught and here
 In Colgate Soap was held for many a year
 And so I breathed the fragrance sweet that clung
 To my grandmother's silks when she was young.

ALBERT W. SMITH, Jan. 22, 1920

For many years the high quality of Cashmere Bouquet Soap and the lingering
 tendency of its delightful fragrance have won for it constantly increasing favor.
 It is recognized as one of the indispensable among toilet refinements.

COLGATE & CO.

NEW YORK

In Canada: 2 St. John Street and 121 McGill Street, Montreal

An appeal to the sense of smell

5. *Smell*.—The sense of smell is closely related to the sense of taste. Therefore in advertising edible products, a combined appeal may be made to both taste and smell. In advertising coffee, the suggestive steaming of the liquid from the cup, pot or percolator is the usual method employed to make this appeal.

Odors have a wonderful power to reawaken memories. The scent of a flower often brings back the most vivid recollections. Because of this, an appeal to the sense of smell may be effectively made by the skilled advertiser. The Colgate advertisement makes a pleasing appeal to the sense of smell:

“And so I breathed the fragrance sweet that clung
To my grandmother’s silks when she was young.”

6. *Sound*.—Sound, “the most vibratory of the senses,” is one to which the appeal is usually made by picturing results. Advertisements of phonographs, depicting upon the faces of the hearers the pleasure of the music being produced, make a “result appeal.” The Grafonola advertisement, on page 107, suggests the sound of music by the actions of the young folks and the expression on their faces.

In general, appeals to the sense of sound in advertising lack force because of the difficulty in representing volume and quality which are so essential in suggesting musical tones.

7. *Appeal to emotions*.—Emotion is defined as any strong movement or perturbation of the conscious

Columbia Grafonola



"And, oh, she dances such-a-way"

You'll never need to leave your favorite partner in the middle of a dance. With the Columbia Grafonola you can dance to the last lingering note and step. The *Non Set Automatic Stop* takes care of that. This exclusive Columbia feature is at its best for dancing. Nothing to move or set or measure. Just start the Grafonola and it plays and stops itself.

The lasting story of the stage make records exclusively for Columbia

COLUMBIA GRAPHOPHONE CO. New York
Canadian Patent Pending



*Standard Models up to \$300
Period Designs up to \$400*

Illustrates an appeal to the sense of sound

mind. The aphorism that emotion is "thought in a glow," is a particularly happy one. If we think of an ordinary steel bar as being simply warm to the touch, and another steel bar heated until it glows and sparkles, we have a fairly correct analogy between ordinary thought and emotional thought.

Among the primary emotions are love, hate, joy, grief, anger, fear, pride; and these make the sounding board of human nature vibrate most intensely. The secondary emotions have less intense bodily reactions; they include numerous shadings of the primary emotions—such as dislike, spite, jealousy, distaste, resentment and so on.

8. *Reaching the emotions.*—A successful insurance man says: "In selling accident insurance, a well-drawn picture of your prospect's friends passing the hat for him when he is laid up, is worth a hundred pages of fine-type specifications." Even discounting this statement liberally, it is true that the emotions count greatly in the appeal.

The emotions are much more easily played upon than reason. Fear, hatred, prejudice may be aroused instantly while the reasoning faculties are left cold.

There is always the danger of carrying the appeal to the emotions to the extreme. The bank advertiser who devoted considerable space in a newspaper telling how a man was frightened into becoming a bank depositor because he found himself without money to bury his baby is an example of a suggestion that is too direct.

*"Your Red Cross Membership Keeps
The Wheels of Mercy Moving"
—at home and abroad.*

Disaster Relief

Last year in the United States, more Red Cross relief work than at any other time in our history was done to the victims of disaster.

Health and Nursing Service

Last year 91,000 women and girls, on the Red Cross for nursing, completed service in home care of the sick. The Red Cross Health Committee has people here to help you.

First Aid

Red Cross First Aid instruction equips every home with the knowledge to meet every emergency. First aid is a potential life-saver, and every home should have it.

Home Service

Red Cross has long been known as the organization that helps you in every emergency. It is now a more powerful force in your home. It is now a more powerful force in your home. It is now a more powerful force in your home.

Military Relief

On July 1, 1918, more than 20,000 men in the Army, Navy and Marine Corps were receiving Red Cross relief.

Free off and send to your nearest Red Cross Chapter.

Join or renew your membership during the

RED CROSS
FOURTH
ROLL CALL
NOVEMBER 11-25, 1920

This advertisement is contributed by friends of the American Red Cross.

**Enrollment Blank
The American Red Cross**

In response to your appeal for members at large in the humanitarian work of the RED CROSS, I enclose my membership dues of \$ _____ and desire to be recorded a member for 1921.

Chapter Address _____

Name _____

Address _____

Choice of Membership

Amount - \$1 _____
Contributing - \$1 _____
Life - \$10 _____
Fees - \$10 _____

Illustrating a positive and direct appeal to the emotions



CHATHAM and WYNDHAM

TWO new Fall models of "Collegians"—the clothes that keep you looking your best. The Chatham is a smart, stylish suit, two-button, single-breasted; the Wyndham is a dressy one-button overcoat, two-button effect, velvet-piped. Both are for men of young appearance and good taste.

See these, and other good "Collegians," at your clothier's. All Collegian Clothes are all wool, of *quality*; purposely priced low by maker and dealer. That's why in "Collegians" you get the extra value that has made them famous.

You might as have Collegian Clothes. Smart Style for every man of 17 to 30.

DAVID ADLER & SONS COMPANY, Milwaukee
Tailors of stylish good clothes since 1849

Collegian Clothes
THEY KEEP YOU LOOKING YOUR BEST

This advertisement appeals directly to a young man's pride—to his desire to look well

While now and then a skilled advertiser is able to make a satisfactory negative, nonconstructive appeal, as that referring to death, dishonor, loss and the like, yet it can be safely set down as a principle that usually only the positive side of appeals to the emotions should be used. If there seems to be no positive appeal, or if the positive appeal fails to produce results, only then may it be necessary to try out a conservative emotional appeal from the negative angle.

The Red Cross advertisement illustrates a positive, direct appeal to the emotions. Notice the manner in which the various phases of the work of the Red Cross are pictured.

The Collegian Clothes advertisement is a positive, constructive appeal to the universal emotion of pride and the desire to look well. The positive, direct suggestion that Collegians keep you looking your best is made stronger by the appearance of the young men in the illustration.

9. *Appeal to instinct.*—Instinct is a natural, spontaneous impulse to act in a certain way. The strongest human instinct of all, perhaps, is the mother impulse. In the term, mother impulse or instinct, is included the intense inclination of every woman to protect the child. It is to this passion that the advertiser may appeal most effectively when dealing with women. The slightest suggestion will call forth not only strong emotion, but the desired act itself.

What woman is not interested in the following text whose strongest point is the appeal to instinct?

BESSIE BEECH-NUT: HER LETTER

Dear Mother,

I hope it is not raneing at Aunt Helenz. It is raneing here i hope it stops.

I hope Julia gives i and brother a tea party to-day.

I hope we have som Beech-Nut Peanut Butter sanwishes because brother and i love Beech-Nut Peanut Butter Love and kissis.

Bessie

The appeal in the Ascher's Knit Goods copy is also to the mother instinct. The picture of the rugged, joyful child, playing as a child likes to play, but in safety and comfort, instantly registers the sense of protection for the baby.

10. *Feminine intuition*.—There are a few other points to be kept in mind when preparing advertising for women. Because of the primitive instinct to protect and foster children, women have developed quick and accurate judgment as to what course to pursue when these children are in peril. This is expressed by what we call feminine intuition. A woman's caution leads her to conservatism, timidity, apprehensiveness and a natural disinclination toward innovations. When an innovation is introduced, it should be explained upon a basis of existing and tried out things and fortified by a direct appeal to her instinctive love of the child. In their preparation of copy for women, advertisers have not paid sufficient attention to this fundamental and passionate impulse.

11. *Appeal to imagination*.—The "picturing power



ASCHER'S KNIT GOODS

THE keener the weather, the more do particular mothers appreciate the enduring warmth and solid comfort of *Ascher's Knit Goods*.

Only the finest, softest wool finds its way into these closely knitted, accurately sized, full-bodied little garments for infants and children. They are re-enforced wherever the strain comes.

Lasting wear makes the "Label of the Lamb" a guide to economy. It identifies *Boaters, Sacquers,*



Look for the "Label of the Lamb"—it is your guarantee of quality.

Sweaters, Mittens, Sweater Suits, Leggings, Tuckers, and other novelties for Infants and Children, as well as knitted specialities for Women.

Write for name of nearest dealer and catalog picturing every fancy knit goods need. Address Department B.

SIMON ASCHER & CO., INC.

ESTABLISHED SINCE 1879

362 FIFTH AVENUE NEW YORK CITY

A direct appeal to a mother's instinctive love for her child

A direct appeal to a mother's instinctive love for her child

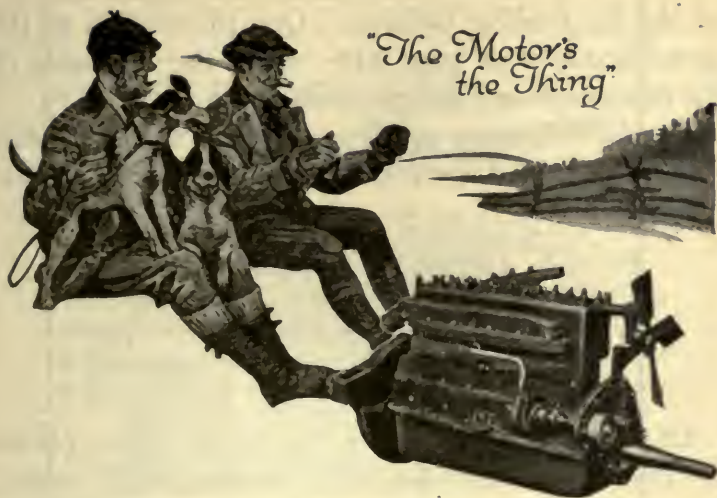
of the mind" is one faculty to which the advertiser can invariably appeal.

Thru the magic of imagination, the man without a college training sees himself honored for his education. The poor man senses the power that comes from wealth. The unknown feels the prestige that comes from fame—all because of the power of the imaginative faculty which can project itself into the future. That peculiar quality of description which arouses the imagination, recreating pleasurable recollections, even adding to the pleasing pictures of the past—is a valuable asset, one of the most valuable to the advertiser who is appealing to any other than the most matter-of-fact trade. This is more fully discussed under "Word Values in Advertising."

The Herschell-Spillman Motor Company advertisement illustrates an appeal to the imagination. Notice how it carries the reader out and beyond the immediate limits of his environment.

An appeal like this sets one's imagination to work picturing himself in the condition which the advertising suggests.

12. *Romance of the commonplace.*—One way of arousing the imaginative faculty is by glorifying the commonplace. This is analogous to "thought in a glow." Put life into dry facts and you have a strong appeal to the imagination. One of the finest illustrations of this is found in the series of advertisements of the Revillon Frères, headed "The Story of Revillon Furs," in which is told the whole story



Herschell-Spillman Motors

NO longer does one go to the hunting rendezvous with a coach and four, with the sound of the postillion's horn echoing over the countryside.

To-day it means an early morning run in your car through the fresh, crisp October air in joyful anticipation of the day's sport.

The eager, smooth-flowing power and the sturdy certainty of your Herschell-Spillman Motor adds to your pleasure whether your course carries you over hill or down dale.

Both the four and six cylinder Herschell-Spillman Motors are thoroughbreds in performance.

Builders of high grade motors since structure founded

Four
31" x 5"



Six
34" x 5"

"The Pick of the Field"

The HERSCHELL-SPELLMAN MOTOR CO.
North Tonawanda, N.Y.

An advertisement which strongly appeals to the imagination

of the fur trading business. One illustration of the series is shown on page 117. In it, the "romance of the commonplace" is well emphasized.

In the following advertisement of the Hampton Shops, sentiment is woven around matter-of-fact furniture.

In those delightful old English Rooms, whose quiet dignity carries us back to the spacious days of Queen Elizabeth, the harmony between the centuries-old Furniture and its surroundings is so intimate as to be difficult of attainment in our own day.

13. *Appeal to reason*.—Altho emotional appeals are likely to be more popular than appeals to reason, yet certain things because of their mechanism, price and general utility lend themselves easily to the reason-why argument.

Appeals to reason are particularly potent in those matters where saving of time, labor or energy are affected. The Barrett Company's advertisement is a good illustration of "reason-why" copy. When the advertiser for the business phonograph states that there is no reason why letters should be written twice, first in shorthand and later in typewriting, he is making a definite appeal to reason into which sentiment need not enter. When the tailor, disregarding all other factors, shows that a tailor-made suit costs less than two or three ready-made suits, he appeals to reason. By shutting out the entire emotional side of the argument and keeping the reader's mind on the plane

THE STORY OF REVILLON FURS



© 1918

A Trading Post and Trader

THE post trader is absolute ruler in his little world. He has his Indian dog driver, and helper, and in the larger posts an assistant to keep his accounts. He must be a shrewd merchant and an excellent judge of furs, since he is responsible for the commercial success of his post. As he can buy stock only at stated and very infrequent intervals, he must be thoroughly acquainted with the needs of his customers.

The Revillon post store is an interesting place, with a curiously mixed stock of dry goods, fire arms, tools and provisions. This merchandise is exchanged by the trader for the furs which eventually supply our New York workrooms.

Revillon Frères

Fifth Avenue at 53rd Street

How advertising can be used to tell most interestingly the story of commonplace products, is well illustrated by this piece of copy



Treating Fence Posts

WOOD PRESERVATION

*A timely talk of interest
to all users of structural wood*



Open Tank Process

PUBLISHED BY US EVERY FEW WEEKS IN THE SATURDAY EVENING POST

The Farmer's Opportunity to Aid Conservation

Prof. Ralph S. Hosmer, Head of Department of Forestry, Cornell University, says:

"A woodlot properly managed is a bank that never returns the farmer's draft. Every farm has constant need of wood, and a woodlot is not only an asset in the property, but, when wisely used, helps to conserve the Nation's timber supply."

A good share of the material needed for construction, for repairs to vehicles and implements, and for fencing as well as for fuel, can be obtained from the woodlot. This saves money that would otherwise be paid for high priced lumber.

Treatment with preservatives will lengthen the life of wood and also permit the use for fuel purposes of many species which otherwise would be used only for fuel."

Prof. Ralph S. Hosmer

Facing the Reckoning

The law of supply and demand cannot be successfully ignored for long. The day of reckoning always comes.

Due to generations of extravagance, America's forests are vanishing like swiftly melting snow. Three-fifths have already disappeared, while we



This woodlot furnished the farm firewood, seed timber and lumber for repairs and construction. Fence posts, cut from stunted stumps, and crumpled, were part of plans good for many years' service after being set last year. (Courtesy U. S. Forest Service)

grow less than one-fourth our yearly consumption of timber. And yet, we sit idle in the face of impending famine.

Two means of meeting this condition present themselves—conservation and preservation. Conservation, while a national undertaking, can be greatly aided by the farmer developing his woodlot as Prof. Hosmer points out.

Lumber Economy on the Plantation and Farm



Wood equipment—cane wagons, cane carts, bridges, etc.—should be constructed to protect from decay.

On the plantation as well as on the farm, decay of structural wood appears as the chief cause for expensive repairs and replacement on buildings and equipment. Whatever the cause—whether rot, dry rot or wood-detracting insects—this loss from decay is preventable.

Simple preservative treatments with Carbosol Creosote Oil are economical, sure, decay insurance that reduce repair and replacement costs. Furthermore, inferior grades of lumber, of less available locally, will prove satisfactory, long-enduring structural material when carbosolized. The savings effected by the use of Carbosol will pay the interest on loan which can be used for further development and improvement of the property.

There is no limit to the plantation equipment that can be treated against decay—fence, foundation posts and joints of buildings, derricks, wagon floors, cane-cut boards and many, etc.

See post, cypress and teakle shingles, which last, untreated, but very few years, will serve a plantation & carbosolized, and will last years.

On the farm, Carbosol is also invaluable in preserving floors and sides of barns, sheds, chicken houses, pig pens and other outbuildings, as well as for fence posts and the treatment of bridges for sites before settling, etc.

Carbosolizing wood for sites does not affect the appearance of finished material. However, it strongly repels the common species of termites and vermin.

The planter or farmer will find Carbosol extremely easy to use; a paint brush, cheap spraying pump or hand-made tumbling tank—either will serve.

Write for booklet No. 491—"How to make Farm Timber Rot Proof"—a free form letter No. 491—"Carbosol Wood for Rural Plantations."

How houses and fencing provide exceptional economy for owners of plantations with Carbosol.



Cut Car Shortage with Carbosol

Daily we read of the commercial tie-up due to the shortage of freight cars. Thousands of wooden cars are lying idle awaiting repairs due to timber decay. Preservative treatment of car timber with Carbosol will prevent—certainly postpone—rotting of floors, sills, and roofs, and the consequent tie-up of rolling stock. Carbosolizing your car timber will cut your repair bills in half.



A cedar pole crosscutting plant, showing change in sight.

The Ideal Roof Deck

Protected from decay by carbosolizing wood makes the ideal roof deck for paper, textile mills and all other buildings where excessive humidity exists. Carbosolizing lowers the per year cost of the roof deck.

prevention of decay reduces the fire hazard, while there is a great saving due to the fact that manufacturing operations are not interrupted by repair work.

Write for free folder No. 408, which covers the subject in great detail.



Simple Open Tank process treating roof operated by a road team in Illinois.



Remaining decayed roof boards are rotting while the person is working to protect the lumber in which decay before erection. (Courtesy U. S. Forest Service, New York State, New York)

Treat Your Poles

Because of present production conditions, seasoned cedar poles are scarce. This is no reason, however, why pole users should not enjoy the economy of wood preservation. To meet the "green pole" difficulty, purchase the poles three to six months in advance, allowing them to thoroughly season, and then treat them with Carbosol by the Open Tank process.

Several of the more progressive public utilities corporations have installed plants at comparatively small cost, for carbosolizing poles and cross arms, as well as lumber for construction purposes. With such plants, it is also possible to salvage old poles, carbosolizing the sound portions and using them for short-pole lines and guy posts.

We shall gladly send you free folder No. 405, entitled "Creosoted Poles are Economical."

Write Us Today

If you cannot obtain Carbosol locally, tell us, and we will see that you are supplied. Address all inquiries to our nearest office.



Eracting frame work of ready-made building, manufactured by a prominent Farm Building Co., Minneapolis. Sills and walls of concrete of large size are treated with Carbosol.

What is Carbosol?

Carbosol Creosote Oil is a highly refined and specially processed Coal-tar Creosote, particularly adapted to Surface treatments (brush treatment in painting, spraying and dipping), and the Open Tank process. It conforms to standard specifications.



Put on 1, 2, 3, 4 and 15 gallon cans also metal drums and tank cars

Barrett
Carbosol
Creosote Oil
Creosote Oil

The Barrett Company

New York Chicago Philadelphia St. Louis St. Paul Minneapolis Portland Seattle Tacoma Vancouver	San Francisco Los Angeles San Diego San Jose San Bernardino San Francisco San Francisco San Francisco San Francisco San Francisco	San Francisco San Francisco San Francisco San Francisco San Francisco San Francisco San Francisco San Francisco San Francisco San Francisco	San Francisco San Francisco San Francisco San Francisco San Francisco San Francisco San Francisco San Francisco San Francisco San Francisco
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Illustrating the "reason-why" type of copy

of reason, it is occasionally possible to make a sale when the emotional appeal would be valueless.

REVIEW

Describe the means employed by the advertiser to secure an appeal to the sense of touch, taste, smell and sound, and name instances illustrating this point, adding some not mentioned in the Text. . .

Why is the appeal to the emotions stronger than the appeal to reason? Give illustrations of an effective emotional appeal.

How is the appeal to the imagination employed in advertising articles of comparatively common use?

Give illustrations of the use of the "reason-why" copy. To what class of products is it best adapted?

CHAPTER VIII

WORD VALUES IN ADVERTISING

1. *Words are tools of advertising.*—In the mechanism of advertising there are three factors: 1, the words and illustrations which are the tools; 2, the layout which is the framework; 3, the balanced arrangement of the whole advertisement, which includes the illustration, the decoration and the copy.

The words are the tools by which the advertiser conveys certain ideas of his own to the prospective customer. The larger the number and the greater the variety of words he has at his command the more readily can he “put across” his thoughts into the minds of others.

The question of word values is of tremendous importance in advertising. The use of the right word, that is, the word that has the greatest suggestive power for the particular instance, is a matter requiring close study.

As men have greater demands made on their time, word values take on a new significance. The style of successful authors today is as different from the stiff, roundabout, elaborate phraseology of even two generations ago as our modes of travel are different

from those of the stage coach era. New words are coined, sentences and paragraphs are shorter, and our phrases are concrete. Nowhere is conformity to these modern standards more necessary than in the writing of advertisements.

2. *Economizing the reader's time.*—In this complex age, economy of the reader's time must be considered in wording an advertisement. This factor is of importance no matter to whom the message is addressed. In his "Philosophy of Style," Herbert Spencer gives us the fundamental reason for making language clear and simple:

Regarding language as an apparatus of symbols for the conveyance of thought, we may say that as in a mechanical apparatus, the more simple and better arranged its parts, the greater will be the effect produced. In either case, whatever force is absorbed by the machine is deducted from the result. A reader or listener has at each moment but a limited amount of mental power available. To recognize and interpret the symbols presented to him requires part of this power; to arrange and combine the images suggested requires a further part; and only that part which remains can be used for realizing the thought conveyed. Hence, the more time and attention it takes to receive and understand each sentence, the less time and attention can be given to the contained idea, and the less vividly will that idea be conceived.

Consequently, if the language and the sentence structure of an advertisement are such that the message is quickly grasped, the more likely is it that the appeal will effect a sale of the thing advertised. The ideas must be simple, they must be well arranged and they must be vividly presented. All of us like to

avoid the labor of useless thinking just as much as we like to escape avoidable physical drudgery.

3. *Clearness*.—Simplicity of language implies clearness. There must be no doubt as to what is meant. An error of any sort not only distracts the attention from the subject matter, but also irritates those who know better. Errors of number in nouns and verbs, the omission of a necessary apostrophe, disagreement of pronouns, the misuse of adjectives for adverbs, improper tense sequence, incomplete comparisons and other errors are inexcusable in advertisements unless colloquialism is introduced for a purpose, and when it is perfectly evident that it is meant as humor. Sentences such as “Food bakes *quicker* and more *uniform*”; “Each food cell is blasted by steam explosion, thus all are *fitted to digest*,” detract from the effect of an advertisement.

Loose construction, too, is harder to understand than unified, coherent structure. “These rain-coats carry with them a powerful selling argument because they are rain-repellent and still they don’t even suggest this tremendous advantage in trade in their classy appearance.” Such muddled construction and indefinite phraseology do not produce conviction and desire on the part of the reader.

4. *Exactness*.—Exactness is a factor in securing simplicity. Words must be accurate and appropriate. It is a good idea to put the following test to the choice of words: 1. Does the word express what you have in mind? 2. Will it convey the same idea

to your reader? 3. Will its impression upon your reader be such as to aid in the acceptance of your ideas?

Words that are not exact in their meaning are vague, ambiguous or obscure. If the writer of an advertisement is not sure of what he wants to say, he is vague. If he is not extremely careful in his phraseology, he is ambiguous, that is, his meaning may be interpreted in more than one way. If he does not have a sufficiently extensive vocabulary to say what he wishes to say, he is obscure.

In order to secure accuracy in expression, the thought must be clear in the writer's mind. In almost any advertisement it is possible to tell whether or not the writer's grasp of his subject is clear. As in photography, where a blurred negative is sure to produce a blurred print, so in writing advertisements, hazy mental images cannot be made to produce an exact description. As there is bound to be some loss in force when thoughts are transmitted from one person to another, the importance of clear imagery on the writer's part is emphasized.

There are two ways of avoiding ambiguity. One is to learn the exact differences in meaning between words whose significance is similar; the other is to arrange words in logical order. As the transposition of figures in a number may affect the entire import of a statement, so wrong order in the arrangement of words affects the meaning of the sentence.

The use of a large vocabulary tends to remedy ob-

scurity of expression. As words are the working tools of "ad" writing, familiarity with all kinds of words is necessary—Anglo-Saxon and classical derivatives, technical and non-technical terms—so that the writer may have a big stock from which to choose.

5. *Emotional and intellectual value of words.*—All words are not equally serviceable. Some from their derivation or association suggest more to our minds than others. Some have greater value in stimulating thought and the reasoning process; others have greater value in suggesting images or creating emotions. If the emotions are to be aroused, words that appeal to the sensibilities must be used; if the intellect is to be appealed to, the phraseology must stimulate thought. The use of the right word is a matter of primary importance.

6. *Short words.*—The simplest words of the English language are Anglo-Saxon in origin. When Old English or Anglo-Saxon became a written language the people were not far advanced in civilization, consequently they had no great range of ideas to express and they did not develop an extensive vocabulary. They used words which express the ideas and feelings that are common to all humanity. Thus, words expressing elementary relationships as *father, mother, son, daughter, heat, cold, light, dark, fear, love, hate*, are Anglo-Saxon in origin. As a rule, the short Old English words express greater emotional force than derivatives from the Latin and are more generally understood. It is not considered effective to say of

tooth paste that "the constituents of this remarkable detergent compound have been assembled with such scientific accuracy that the savor with which the gustatory sensations are awakened is a pleasure long to be retained in the memory." How much more striking is the sentence, "Russian soldier finds Kolynos so good he eats it."

7. *Long Words*.—When an advertising appeal is directed exclusively to the well-read, or is primarily technical, it is perfectly safe to use long words that express fine shades of meaning. However, it is always bad taste to use long words when they appear pretentious. To explain the technical structure of complex mechanisms long words of classical origin are often absolutely necessary. For example, there is nothing pretentious or pedantic about the following description of the Willard Storage Battery:

The *electrical system* in your car is as near as man can come to perpetual motion. . . . Your *battery* is *chemical* not *mechanical*. It *accumulates energy* but does not *originate* it. As the *current* flows out of it to the lights, starting the *motor* and other parts, it grows weaker because the *elements* of its plates are *changing* into different *substances*. But when a *current* is sent thru it in the *opposite direction* by the *generator* these *elements* *change* back to their former *condition* and the *battery* is said to be *charged*.

8. *Idioms*.—By idioms we mean those expressions which have grown up with the people from early times and which cannot be translated. Idioms are the life

and spirit of the language. Their very ruggedness gives them strength. The English expression "How do you do?" cannot be translated word for word into any other language and make sense. Neither does the French idiom "*Comment vous portez-vous?*" make sense when translated word for word.

"Cherish the homely idioms of the language" we are told by Genung, the author of a book on rhetoric that is in wide use. Idioms are brief, often figurative and vigorous and are used by advertising men in preference to more pretentious equivalents.

9. *Nouns and verbs*.—Dr. Frank Crane has drawn the following analogy: "Nouns are bullets, verbs are powder and adjectives are smoke." Nouns and verbs, without doubt, are the most impressive parts of speech and carry the weight of meaning. Nouns must be used accurately. As an illustration, the word *theory* means a supposition in accord with all known facts, but how often it is used to express *guess, opinion* or *idea*.

The verb is particularly impressive since it usually indicates action. It should give the exact shade of meaning and if it is intended to convey the idea of motion, the particular motion should be specified. "He *dashed* out" or "*crept* out" or "*staggered* out" are more expressive terms than "he *went* out." "Don't *tie up* capital in a coal bin" is more suggestive than "don't *put* capital into the coal bin." In the following sentences we find suggestive verbs. "This tractor doesn't *eat* one-fourth of the crop in

return for cultivating, as will a team of horses.” “The National *guards* your money.” “Dioxogen *hits* hard . . . and it *hits* so well that germs never get a foothold to *work* hard.”

10. *Adjectives*.—The chief objection to the use of adjectives is that they are so frequently over-used that they lose their effectiveness. Commonplaces are described by the terms *awful*, *tremendous*, *huge*, *splendid*, when much milder and more accurate terms will do. These adjectives are so frequently misused that the concrete meaning that they had at one time is almost entirely lost. This is also true of *fine*, *best*, *first-class*, and others. If an article is *best* in the sense that it ranks high in convenience, why not confine the adjective to a definite concrete suggestion? If it is a labor-saving device why not bring out that idea specifically instead of saying that it is a “splendid thing”?

The following sentences taken from current advertisements are definite and bring out specific ideas. “Her kitchen was equipped with an ordinary sink encased in *vermin-inviting*, *moisture-holding* woodwork. The old outfit was *dull*, *dreary* and *unsanitary*.” “This elongated shape in the picture makes possible a *slim*, *thin*, *easily-pocketed* camera.”

Unless adjectives make a definite, vivid, concrete impression they are nothing more than smoke.

11. *Figures of speech*.—When figures of speech are in keeping with the goods which they are used to describe they are much more impressive than a bald

statement of facts. However, a figure of speech should be only an aid to the thought and fails in its purpose if it diverts attention from the message of the advertisement.

The apt comparison is particularly effective and is one of the most useful tools at the command of an advertising writer. A paper dress-pattern in itself is not stimulating to the imagination, but notice how in the following lines, the implied comparison makes an appeal to every woman's instinctive desire to be well dressed. The paper dress-pattern becomes more than an inert bit of flimsy paper.

THE TISSUE OF DREAMS

Around it are woven the dreams of fair women,
By means of it dreams come true.
The paper dress-pattern is the magic key to the
goal of heart's desire,
The Butterick pattern has made style international
and simultaneous.

Other strikingly implied comparisons are: "It is the nightingale of phonographs." "This delivery car is a whale of a one-ton truck." "Lucky Strike is packed full of the tang and rich savor of the out-o'-doors."

12. *Colloquialisms*.—Colloquialisms are those forms of speech which are found in common, rather than in literary speech; in fact, "Speech below literary grade," is one definition of a colloquialism. The advertisement for True Shape Socks, given on the next page, is an illustration of a colloquial usage:

13. *Slang*.—Slang, as defined by the authorities, has two shades of meaning. In one sense *coarseness* or *rudeness* is the distinguishing characteristic. In the second sense—*forced usage*—as when words of the prize-ring are made to serve in the description of an afternoon tea—is the distinguishing mark. These two shades of meaning are illustrated in the advertisement.

There is no doubt that current slang is usually spicy, forceful and often convenient. But those who resort to its use have, as a rule, a limited vocabulary. Much slang means looseness of expression and it is therefore dangerous to

he's out
again!



THAT irrepressible, uncontrollable, indefatigable big toe. Pushed his way right through a brand new sock, just to show how easy it was.

The women of the world have been fighting a losing fight against the big toes of the world for years. They have fought with the darning needle—about as much use in such a fight as a pop gun against shock troops.

True Shape SOCKS

KEEP THE BIG TOES IN

Reinforced socks are no novelty, but these **TRUE SHAPE** Socks are different.

TRUE SHAPE Socks are made by a process which considers the rights of the big toe as well as his unwillingness.

They are wonderfully strong but smooth and soft and yielding. They don't hurt the toe but they teach him his place.

TRUE SHAPE Socks outwear other socks, are easy on the feet, are closely woven of the best Japanese silk, and have no superiors for appearance. Ask your dealer for **TRUE SHAPE** No. 152.

TRUE SHAPE Hosiery is also made for women and children. © your dealer cannot register you, write us direct.

TRUE SHAPE HOSIERY COMPANY, PHILADELPHIA



An example of colloquial expression
applying to illustration as well
as copy

resort to it except in rare cases. Slang, as employed by the advertising writer, is a means of securing raciness of description and picturesqueness in appeal. It is suited only to advertising addressed to men, to a certain, limited class of goods, and preferably in the more informal methods of advertising. Even then, if colloquialisms of equal force are available it is better to use them than slang.

14. *Word atmosphere or setting.*—The suggestion of mood, place, surroundings, or the atmosphere created by words in their concrete, specific usage has not been sufficiently emphasized by the writer of advertisements. To arouse the desire to *want* a certain thing, the imaginative faculty must be stimulated. Atmosphere is gained by an understanding of word values and by definite, suggestive imagery. His imaginative faculty stimulated, the reader fills in his own experiences and emotions between the lines. This factor will put the reader in the right mood toward being convinced.

Objects, for example, whose chief merit is their sanitary value might well suggest the atmosphere of a hospital, perfectly sterile surroundings, and absolute, rigid cleanliness. In advertising surgical dressings, first-aid outfits, fumigators and objects needed in accidents and illness, the following setting is convincing:

We depend on no ordinary sterilization. B & B surgical dressings are twice sterilized—once after being sealed. It is done by costly apparatus, in

the most efficient way. They are packed in rooms filled with washed air, in rooms equipped like operating rooms. The workers are in uniform. Then we take extreme measures to bring the products to you sterile—just as they left us. . . . They are made by chemists who for 22 years have been serving physicians and hospitals.

In the following advertisement atmosphere is secured by means of strikingly suggestive adjectives:

California offers you this, from her *sunlit valleys*—California Raisin Bread, made with Sun-Maid Raisins. Plenty of these *deep-juiced, full flavored, sugar-laden nuggets* of energy make this the true fruit food.

Sun-Maid Brand Raisins are choice California white grapes—*too delicate to ship—sun-cured* in the *open* vineyards. Nowhere else do such grapes grow, and no other grapes yield such a flavor in their *sun-brewed* juices.

REVIEW

What do you consider the most important factor in the advertising mechanism?

Why is clear and exact diction of prime importance in advertising? How can clearness and exactness be secured?

Do you consider the use of slang or colloquialisms permissible in advertising?

What is meant by "word atmosphere"?

CHAPTER IX

"GETTING THE ORDER" COPY

1. *Purpose and scope.*—Copy which is intended to sell goods direct to the consumer, without the help of any other marketing agency, is known as "getting the order" copy.

Not all products can be successfully advertised by direct mail-order copy. This type of advertisement is usually confined to medium priced products, and to articles of personal consumption whose nature is easily explained.

Usually a fitting illustration is used in combination with a suggestive headline to attract attention. Then follows a paragraph designed to inspire a wish for the article, the descriptive matter, the offer and the address. The whole advertisement is crowded with information.

2. *Typical mail-order copy.*—The preparation for a mail-order campaign involves more than the mere writing of copy for magazines and newspapers. It includes the preparation of catalogs, folders and a proper follow-up system.

To overcome the prestige of the local store having a personal contact with customers, a favorable location, counter and window displays, is the supreme test

DIAMONDS ON CREDIT WATCHES

Send for Diamond, Watch and Jewelry Catalog. IT IS FREE!

EVERY ARTICLE IN OUR CATALOG is specially selected and priced unusually low. We are offering wonderful values in Diamond Rings, Solitaires and Closures, to all the popular mountings, plain and fancy engraved, special at \$50, \$75, \$85, \$100, \$120 and up. Whatever you select will be sent prepaid by us. You see and examine the article right in your own hands. If satisfied, pay one-fifth of purchase price and keep it, balance divided into eight equal amounts, payable monthly.

LIBERTY BONES ACCEPTED

Most Popular Rings

Our Catalog shows all the standard world-renowned Watches — solid gold and gold filled cases. Splendid bargains in 25-year guaranteed Watches on credit terms as low as \$2.50 a Month

LOFTIS BROS. & CO.
THE NATIONAL CREDIT JEWELERS
Dept. C-694 108 N. State St., Chicago, Ill.
Stores in Leading Cities

Send for Catalog Today

Lowest Prices

Easy Terms

\$25.00 FOR THIS MADE TO YOUR MEASURE ALL WOOL SUIT

Every suit made to individual measure from the exact fabric you select and according to your exact specifications. We ship it on approval, delivery charges prepaid, for you to try on, to inspect and examine. Unless you are well pleased your trial order will not cost you a cent.

BIG CATALOG FREE

Send postal today for copy of our big new catalog and style book with 52 cloth samples of the very finest, high grade fabrics and latest New York and Chicago styles. It shows how any member of your family can take your measures. We guarantee a perfect fit. By dealing direct with us, the manufacturers, you save the unnecessary expense and profit of agents and obtain the very highest grade of tailoring at a saving of 25% to 40%.

Write today for catalog and full information.

The Bell Tailors Adams at Green Street
Dept. 277, CHICAGO, ILL.



Choose from 52 beautiful patterns



Armstrong

There is a Fortune in Drilling Wells

Men with no previous drilling experience write us they clear \$25 to \$75 a day with Armstrong Drills — drilling water and oil wells. Drillers everywhere are making behind their orders! It's a chance of a lifetime. Farmers, engineers, threshermen — men in all walks of life — are grasping this remarkable chance to get into this big paying business. Get started at once.

Armstrong Machines

drill more hole at less cost than any machine on the market. The ARMSTRONG — built for service since 1867 — furnished in traction or non-traction style — operated by our famous special kerosene drilling engine.

The Armstrong Drill is a marvel of simplicity, efficiency and durability. 3 right hand levers complete every operation. Many beginners average 32 ft. per day through solid rock, using only 65 gals. fuel — figure the profit possibilities out for yourself. Get full information. Special consideration to men returning from service.

Don't pass by this opportunity.
Write right now for Free Book.

ARMSTRONG MFG. CO.
215 Chestnut St. WATERLOO, IA.

MUSIC TAUGHT FREE

IN YOUR OWN HOME

We can teach music like this quickly

Piano, Organ, Violin, Mandolin, Guitar, Banjo, etc. Beginners or advanced players. Only lesson weekly. Illustrations make everything plain. Our express about \$5 per day to cover cost of postage and music used. Write for FREE booklet and full details to the full

AMERICAN SCHOOL OF MUSIC, 80 Lakeside Building, CHICAGO

KEEP YOUNG THRU PANDICULATION



You feel the need of exercise. You have 10 min. 15 minutes use of Pandicator equals 2 hours to gymnasium. Give you punch, pep, and vigor. The lady man's gym. 52 p. booklet FREE.

THE PANDICULATOR CO., 1842 Prospect Avenue, Cleveland, O.

FILMS DEVELOPED — New Method

10c a Roll. Any Size.
We also do highest grade of printing, mounting and enlarging and can quote you bargain prices on your photo supplies. Send us your next roll of film, and see why our New Improved Method produces best results obtainable. Bureau Price List of Black and White Photographs. Write for FREE.

BALTIMORE MAIL ORDER COMPANY
Dept. 145, Baltimore and Howard Sts., Baltimore, Md.

MAKE your own PHONOGRAPH



WE FURNISH THREE PLANS AND INSTRUCTIONS Plans of Six (6) Different Styles of Phonographs Be Simplified that anyone can read them. We carry nearly every Make, brand and miscellaneous part on the market. Several styles of finished high grade Gramophones. Write for our large three catalog.

ATKINSON PHONOGRAPH & EQUIPMENT CO.
Clarke Building, Clark and Lake Sts. CHICAGO

of mail-order copy. It must, with the same words, awaken the impulse to buy and create confidence. It must tell an interesting and plausible story connected with the product that will bring enough orders to prove profitable.

A single word in the advertisement of a mail-order campaign may affect the results favorably or unfavorably. To no one is the subject of word values of more

RIDER AGENTS WANTED

Everywhere to ride and exhibit the new **Ranger "Motorbike"** completely equipped with electric light and horn, carrier, stand, tool tank, coaster-brake, mud guards and anti-skid tires. **Choice of 44 other styles, colors and sizes in the famous "Ranger" line of bicycles, all at Factory-to-Rider prices.**

DELIVERED FREE on approval and **30 DAYS TRIAL**. Send for big **free** catalog and particulars of our **Thirty Days Free Trial** offer and marvelous offers and terms.

TIRES Lamps, Horns, Wheels, Sundries, and repair parts and supplies for all bicycles—at half usual prices.

SEND NO MONEY but tell us exactly what you need. Do not buy until you get our **Factory-Direct-to-Rider** prices, terms and the big **FREE** catalog.

MEAD

CYCLE COMPANY
DEPT.

CHICAGO, U.S.A.



importance than to the man writing mail-order copy. "Increase your salary" proved to be twice as effective as "increase your income," and the word "rider" before the stereotyped phrase "agents wanted" turned the latter from a formal, unproductive insertion into a business-building advertisement for the Mead Cycle Company.

It is sometimes assumed that mail-order copy must be "snappy" and "smart" in order to be productive. But experience has demonstrated that this is not the case. The many successes of the past prove the efficacy of appeals in plain tales unadorned. The copy

must, however, combine human interest with clear description.

Occasionally mail-order advertisers use a simple form of copy, year after year, without any change whatever. The Press Company's copy "Do your



Do Your PRINTING

Cards, circulars, labels, tags, book, menus, paper, Press \$3. Larger \$25. Job Press \$100 up. Save money. Print for others, BIG PROFITS. All easy, rules sent. Write factory TODAY for press catalog, TYPE, cards, paper, THE PRESS CO. D-37, MERIDEN, CONN.

Printing" is an example of a successful advertisement of this kind.

Maier and Grosh Company's advertising, as an example, has changed but little in ten years or more. This company uses two-inch, double column advertise-

Hand Forged Razor Steel Blades, No. 57

A GENUINE \$2 KNIFE
\$1.38 POST PAID

Direct at Factory Prices

This \$2 KNIFE \$1.38 Postpaid
Hand Forged Razor Steel Blades
Handy shaped blade makes this
knife best for mechanics, sportsmen
and farmers; light but strong; re-
sharpened easily. Strong handle, Ger-
man silver bolsters; blades die tested,
hand forged from razor steel and
warranted.

Send for our 100 page List and
"HOW TO USE A RAZOR" **FREE**

MAHER & GROSH CO., 106 A. St., Toledo, Ohio

ments, and the quality of the offer is varied to suit the medium. The farmer is offered a substantial knife at a low price; the business man is solicited to buy a high-grade penknife, prices being quoted in each case. Not only are Maier and Grosh advertisements simple, but it has been possible to use the same catalog, practically unchanged, for a number of years, thus cutting advertising expense to a minimum.

3. *Mail-order advertising.*—The high commercial

value of mail-order advertising as a means of building business is seen in the growth of many concerns from obscure beginnings to an assured position.

In the simplest form of mail-order merchandising there is frequently some manufacturing done, but the business usually places the stress upon selling, preferring to buy what it sells, rather than to manufacture.

In a large mail-order business quantity buying is made possible by the predetermined nature of the market. The entire output of factories is purchased; surplus stocks are bought at bargain prices. Goods bought at a low price cut down the advertising expenditure proportionately, so that the amount of periodical advertising these houses do is really not at all proportionate to their volume of business.

Extensive periodical advertising has been done away with by the "giants." But houses without the prestige of age and size must still advertise heavily. Their problem of getting names, preparing lists, diverting business, adding to the prestige of the house and impressing the lines upon which they specialize on the public's mind, is considerably greater than that of the larger and older houses.

4. *Catalog type*.—For mail-order houses the catalog page has in a sense acted as a mold in which the style of copy, illustration and make-up have been cast. When possible—and as a rule it is possible—the article is pictured, because therein lies a large part of its selling power. Mail-order advertisers realize this be-



Brings this 14-Piece Complete "GLASBAK" BAKING SET

A Hartman bargain that ought to be in your home this very minute—and we will send it for only \$1 now. Use it 30 days and then if not a wonderful help and a splendid bargain return it and we will refund your payment and pay transportation both ways.

Will Not Crack "GLASBAK" is double strength and will not crack at any oven heat. Bakes quickly. Gives uniform crust. You see just how the food is cooking. Bring the dishes right onto the table and see how appetizing the food appears when served in "Glasbak." Saves purchase of other dishes. Keeps food hot and retains the flavor. Easily cleaned—sanitary.

Bake ANYTHING With This Set

"Glasbak" will bake quickly and better all casseroles and au gratin dishes, meat pies, macaroni, puddings, baked beans, scalloped oysters, shirred eggs, bread, pies, cake, custards, etc. It is made for oven use only and is guaranteed not to break from heat while in the oven. It will stand much hard usage and give very satisfactory service—no doubt about the superiority of "Glasbak" over ordinary baking dishes. Book of delicious casserole recipes free with each set. Put new variety and new relish into your cookery with one of these sets. Begin NOW. Shipping weight, about 15 pounds.

Order by No. 342BBMAS. Price, \$8.48. Pay \$1 now. Balance \$1 monthly.

Send the Coupon

Try it 30 days, see how wonderfully it bakes, what a help it is in cooking and how beautiful it looks on the table, and then decide. Soon, every woman will cook and serve the "Glasbak" way. Remember, if it isn't what you want after trial, you can return it and not be out a penny. Don't delay a moment. Send the coupon—NOW.

14 Pieces:

1 round casserole, with cover (2 pieces), capacity 1 1/2 qts.; 1 round baking or pudding dish, capacity 2 qts.; 1 oval baking or pudding dish, capacity 1 qt.; 2 bread pans, oblong shape; 1 round pie plate; 1 oblong utility tray; 6 round ramekins.

what a help it is in cooking and how beautiful it looks on the table, and then decide. Soon, every woman will cook and serve the "Glasbak" way. Remember, if it isn't what you want after trial, you can return it and not be out a penny. Don't delay a moment. Send the coupon—NOW.

FREE Bargain Catalog

432 pages—mail on a postal for this great book—it will save you many dollars. Filled from cover to cover with stunning bargains in furniture, linoleum, rugs, stoves, ranges, watches, silverware, dishes, washing machines, sewing machines, aluminum ware, phonographs, gas engines, cream separators, etc. Hundreds of articles to select from—30 days' trial and all on our easy monthly payment terms. This wonderful bargain catalog is FREE. You need it whenever you want to buy for the household or farm. Send for copy.

THE HARTMAN CO.

2900 La Salle St., Dept. 2929 Chicago, Illinois

Copyright, 1929, by Hartman Co., Chicago

The
Hartman Co.
Dept. 2929
CHICAGO, ILLINOIS

Enclosed find \$1. Send "Glasbak" Baking Set No. 342BBMAS. I am to have 30 days' trial. If not satisfied will ship it back and you will refund my \$1 and pay transportation both ways. If I keep it, I will pay \$1 per month until the price, \$8.48, is paid.

Name _____

Address _____

City _____ State _____

In answering this advertisement it is desirable that you mention this magazine.

A typical example of "mail-order house" copy. The fundamental appeal is to the pocketbook. Note the drive made to the reader to send for the catalog

cause more than a quarter of a million dollars are paid for drawings and engravings in each of the leading mail-order catalogs. The description follows a set style, tho present tendency is to make it replete with selling quality, if not with human interest.

Down Go Our ENGINE PRICES

In the face of rising costs, I have reduced engine prices. By increasing production, making my factory the largest, selling direct to user, I build engines for less and give you the benefit

90 DAYS' TRIAL 10-YEAR GUARANTEE

You have 90 days to try the OTTAWA and you are protected by my liberal ten year guarantee. Sizes 1½ to 22 H-P. **Cash or Easy Terms**—make engine pay for itself while you use it. **EASIEST TO OPERATE STARTS WITHOUT CRANKING**

FREE BOOK
—
Send at Once

OTTAWA
Kerosene, Gasoline, Gas.
Use cheapest fuel.
FREE Send today for special money saving offer and New Free Book.

OTTAWA MFG. CO.
536 King St., Ottawa, Kansas

5. *Adaptations of the catalog type.*—Altho the leading houses focus their attention upon the catalog type of advertising, there are signs that some of the smaller houses are breaking away from this style of copy. They are breaking the catalog up into seasonal booklets, divisional books and “flyers,” and are injecting a greater degree of individuality into their literature.

In the so-called “personality” style of advertising, a strong attempt is made to associate the product or lines sold with the personality of the founder of the business. The advertising of the Ottawa Manufac-

turing Company is a good example of the "personality" style.

These smaller houses show a strong tendency to drop the blanket method of offering many lines in one advertisement. Small individual advertisements, scattered thruout the same periodical, are now used. This method is particularly applicable to lines made up of large items.

The advertisement of the Santa Fe Watch Company presents an example of personality mail-order advertising, restrained in tone, advertising the product rather than the man.

6. *Booklets and catalogs*.—Complementary to the individual advertisement are the seasonal and divisional books which are sent out to prospects in place of the big catalogs. In the spring, catalogs containing descriptions of seeds, plants and other things associated with this time of the year are sent out. These are known as seasonal books. A somewhat similar principle underlies the catalogs called divisional books. These books are prepared on the basis of certain natural divisions in the organization rather than on the seasons. Thus the hardware division may have a special catalog separate from the clothing division. Frequently, too, it may be necessary to inform customers of a special stock which the concern has on hand. A small catalog called a "flyer" is prepared and distributed.

7. *Appeals in mail-order copy*.—There are two distinct appeals in mail-order copy. The first is the



Throw Your Switch!

And when you get on the Main Line with a SANTA FE SPECIAL in your pocket you leave worry on the siding. This wonderful watch is made especially for Railroad Men, the most exacting watch owners in the world. A Railroad Man who holds an important position, or, who hopes to be promoted to one, would rather try to tell time by the sun than by an inaccurate watch. There are thousands of Railroad Men who will carry nothing but a

Santa Fe Special. This is because they have found it the most accurate, the most reliable and the most durable time piece money can buy. Could there be a stronger recommendation?

I sell this watch under the strongest guarantee that can be made. It must satisfy you, no matter how exacting you are.

Write TODAY and let us tell you about this wonderful watch, about the remarkably low price at which we sell it and about our easy payment plan.

Gift orders given special attention.



New Case Designs

I want you to see the newest designs in cases used on these "Santa Fe Special" Watches, so you will fully realize their beauty and up-to-dateness, as well as the value of the Bargain I am offering you. I want you to see the 3-color inlay work—think how distinctive and personal Your Watch would be with your own name, monogram or some appropriate emblem engraved in the case, just to suit your own ideas. You will also want to see the new French Art designs in engraved cases—all shown in My New Free Watch Book, printed in beautiful colors.

HON. CHAMP CLARK
House of Representatives,
Washington,
D. C.

"I have carried a 'Santa Fe Special' for three or four years and find it to be an admirable time-piece."

CHAMP CLARK.

The **ILLINOIS** Famous \$**3.50**
Santa Fe Special
21 JEWEL RAILROAD WATCH **A MONTH**

The Standard Railroad Watch that is GUARANTEED FOR A LIFETIME OF SATISFACTORY SERVICE. These watches are now in service on practically every railroad in the United States and in every branch of the Army and Naval service. Thousands of them are distributed around the world. Your name or monogram and any emblem you may desire, will be engraved in the case to suit your own ideas. Write today for my Free Watch Book—make your selection.

Save One-Third to One-Half of Your Money—Most Liberal Offer Ever Made. Our "Direct-to-you" low wholesale terms and Extra Special Distribution Plan is fully explained in the New Santa Fe Special booklet just off the press. The "Santa Fe Special" Plan means a big saving of money to you and you get the best watch value on the market today. Watch sent for you to see without one penny down.

Santa Fe Watch Co.

Dept. C-6, Thomas Bldg.,

TOPEKA, KAN.

(Home of the Great Santa Fe Railway)



A letter, post card or this coupon will bring my Beautiful Watch Book FREE
SANTA FE WATCH COMPANY.

Dept. C-6, Thomas Bldg. Topeka, Kans.
Please send me your New Watch Book with the understanding that this request does not obligate me in any way.

Name
Address
State

Another typical mail-order advertisement of a rather personal conservative type

price appeal; the second the *style appeal*. There is still another appeal made, which in reality includes either the price or the style appeal or both and which is known as the *free or trial offer appeal*.

8. *Price appeal*.—The price appeal has been and is used with great success because it touches a fundamental chord in human nature and in a great majority of cases brings a response. The method of appeal is always in the form of a bargain offer. This may take one of several forms. It may be a special sale of goods marked down temporarily from standard price. Another form shows a low price with a statement that the price will be advanced within a short time. The time when the advance will become effective may be stated definitely or not.

The Hamilton Garment Company advertisement is a typical illustration of copy used by mail-order houses selling wearing apparel. This makes a direct bid for the order by a detailed description with prices and accurate reproduction of the garments featured. The advertisement offers an absolute guarantee of satisfaction or a refund of money. It also offers to pay all mail or express charges as an added inducement to get the order immediately. This appeal has proved to be a forceful one.

9. *Style appeal*.—The center of style in this country, particularly for women's wear, is New York. This accounts, in part, for the fact that there are so many women's wear houses that sell by mail from New York. One or two of the large mail-order

houses have their main plants in the Middle West but operate a special branch for women's wear in New York.

The appeal of style is very often fully as strong and more successful than the price appeal. The advertisements with this appeal feature the product and give a detailed description of all its fine points. The products are often pictured in luxurious surroundings and thereby make a distinct appeal to love of good style.

The Betty Wales advertisement is a good example of "style appeal" and shows a new departure in advertising women's gowns. This method is a recent development and features garments created by a designer of national reputation.

10. *Free or trial offer.*—The free or trial offer may be made in connection with either one of the preceding appeals, and states the company's willingness to send the product to the consumer's home or office for free trial.

An analysis of trial-offer copy shows most of the advertisements to be frank in spirit. The advertisement of the Oliver Typewriter Company, on page 145, is typical.

11. *Classified advertising.*—Perhaps the most distinctive form of copy which bases its style upon getting orders is found in the small classified advertisements. With the growth of all kinds of advertising, the "classified" has experienced a corresponding development. This has been brought about mainly by the



Betty Wales Dresses

"How appropriate for the prize winner to look the part. I know I played wretchedly several times because I was studying that adorable gown."

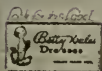
"That's a Betty Wales Dress and so are the others. It's hard to decide which is the smartest. . . That individual air about a Betty Wales Dress would almost lead a person to believe that each is an exclusive design."

A booklet of beautiful Autumn styles, with the name of the Betty Wales Dresser nearest to you, will be sent on request. Betty Wales Dresses, designed both for women and girls, are unconditionally guaranteed.

Betty Wales Dressmakers

311 WALL STREET, NEW YORK

NEW YORK CITY



Selling gowns thru the mail by means of the style appeal

**FREE
TRIAL
OFFER**

Be Your Own Salesman and Save \$36—

New Oliver Typewriters for \$64

Let us send you a brand new Oliver Nine—the world-famous typewriter—for five days' free trial. Keep it or return it.

That is our plan in a nutshell. Our new plan—besides saving you \$36—makes it easy for every one to convince himself of Oliver superiority. No red tape—no money down. No salesman need influence you. No need to ever pay \$100 for a typewriter again.

**Prices
Cut to
Nearly
Half—
and Why**

With greater production and huge financial resources, The Oliver Typewriter Company is the pace setter.

Its officials seek to relieve the public of a useless tax. In the past, it has cost \$36 to sell typewriters through an expensive sales force—high rents for offices in many cities—and other frills. All are wasteful from an economic viewpoint. That is why Oliver Nines are shipped direct from the factory to the users—on free trial. This permits us to sell machines to you for \$64. You get the saving.

This plan, we feel sure, is in keeping with modern demands. All will welcome such a sincere effort to reduce the High Cost of Typewriters.

13 cents a day

Easy payments of 14 per month. This in addition to our cutting the price is two. Could any one go further? Yet we offer this free trial without obligation on your part. The plan is daring—but we believe discerning people will respond. This is the first time in history that a new, never-used \$100 typewriter of the latest model has been offered at the price of cheaper or second-hand machines. It is cheaper to own than rent.

No money down

Simply send in the coupon properly filled in. There is no red tape—no collectors—no bother. Keep the Oliver for \$6 per month. Or return it. It is up to you. Mail the coupon today.

Canadian Price, \$82

The OLIVER
Typewriter Company

1198 Oliver Typewriter Bldg., Chicago, Ill.

This is Our Offer
No money down—easy monthly payments

Maker and user deal direct. You are your own salesman. You pay yourself the \$36. Own this master typewriter at the rate of \$4 per month. The Oliver Nine itself must convince you. It is the greatest, the most durable, the most successful typewriter ever built. No finer can be bought for any price. It is a twenty-year development.

There is no need now to ever pay \$100 again for a new typewriter. The Oliver plan gives everyone an opportunity to own an Oliver. And at the lowest time payments.

This is the same machine used by the largest concerns. It has all the latest improvements.

For speed and fine workmanship it can't be beat.

If, after a trial of five days you are not satisfied—ship it back at our expense.

**MAIL
TODAY**



Over 800,000 Sold

Do not confuse

This \$64 Oliver is our latest and best model. It is not a special model—but the identical machine that was \$100 before the war. Reduced selling expenses saves you \$36.

Some of the big concerns using Oliver are: U. S. Steel Corp., Standard Oil Co., National City Bank of N. Y., Montgomery Ward, Pennsylvania R. R. The Oliver is famous the world over. You can now own one for 13c per day.

FREE TRIAL COUPON

THE OLIVER TYPEWRITER COMPANY

1198 Oliver Typewriter Bldg., Chicago, Ill.

☐ Ship me a new Oliver Nine for five days free inspection. If I keep it, I will pay \$64 at the rate of 14 per month. The title to remain in you until fully paid for.

My shipping point is _____ This does not place me under any obligation to buy. If I choose to return the Oliver, I will ship it back at your expense at the end of five days.

☐ Do not send a machine until I order it. Mail me your book—"The High Cost of Typewriters—The Reason and the Remedy," your de luxe catalog and further information.

Name _____

Street Address _____

City _____ State _____

Occupation or Business _____

This advertisement shows the use of the trial offer appeal.

rivalry of newspapers in building up their classified columns.

While the comparatively low cost of service was a reason for the growth of classified advertising in the past, this is no longer true.

As the classified columns of periodicals were first used for "help wanted" and "situation wanted" advertising, it is to be noted that this kind of advertising has held its lead to a remarkable degree. In nearly every classified department, the columns under the headings "Positions Wanted" and "Help Wanted" exceed those of any other class of classified advertising. "Furnished and Unfurnished Rooms," "Furnished and Unfurnished Houses" and "Real Estate for Rent and Sale" are usually next in order of importance. "Business Opportunities" is another group of importance. In the better-class periodicals, a large percentage of "Business Opportunities" advertisements may be actual opportunities. In periodicals whose advertising standard is low, these may be merely disguised canvassing or investment advertisements.

The principles governing classified advertising are those which aim to secure conciseness and suggestive power. Since there is no opportunity for either illustration or display—tho some publications encourage capitalization or the use of type up to 12-point—the story must be told in the advertisement itself. The following advertisements are typical and illustrate

well the style of copy which must get the order and yet be brief as a telegram:

Great bargains in handkerchiefs. 3 Ladies' beautifully hemstitched fancy handkerchiefs done in embroidery and lace, all for 25 cents.

Try 3 and you will want more. Address ——— Mail Order Co. ———.

Patents Manufacturers Buy are the kind we get from Inventors. For proof and reliable free book, write ———.

REVIEW

What are the characteristic features of "getting the order" copy?

In what special phase of his art must the writer of "getting the order" copy be skilled?

How can a mail-order house keep down its advertising appropriation?

What advantages has the catalog type of advertisement?

How may this type be varied?

What do you consider the strongest appeal in advertising women's clothes? Typewriters? Automobiles?

CHAPTER X

"GETTING THE INQUIRY" COPY

1. *Purpose and scope of inquiry copy.*—An advertisement that seeks to attract attention, arouse interest, establish conviction and persuade the prospect to buy, all at once, has a big task to perform. For this reason many advertisers prefer to divide the burden between two or more processes. They put upon the advertisement the task of attracting attention and of interesting the public in their product, and depend upon either the follow-up letter or the salesman to close the sale. Copy, therefore, that seeks to arouse the interest of a reader in the product only to the extent of drawing an inquiry from him may be termed "inquiry copy."

2. *Kinds of inquiries and copy.*—The advertiser seeks to induce prospects to make inquiries about his product. Ultimately, of course, he expects to turn these inquiries into orders. In some cases it is desirable to persuade the prospect to go in person to a dealer and ask for information, and in other cases to send a coupon or postal card direct to the advertiser.

There are many and varied appeals used to get inquiries. In some cases a catalog or booklet is featured; in others samples of the product are offered,

and in still others the product itself is offered on free trial. Experience has shown (1) that where the advertisement depends entirely upon its own power to persuade readers by purely educational copy, a minimum of inquiries may be expected; (2) that where free offers of booklets and the like are featured the inquiries increase materially; and (3) that where the free offer is featured in a way that arouses curiosity to a high pitch, the maximum inquiries result.

3. *Why inquiries are solicited.*—The purpose in seeking inquiries is to locate possible customers. Most people hesitate to part with their money on the first appeal. On the other hand, they are willing to investigate if the process is made easy and the risk reduced to the mere sending in of their names and addresses. Even very weak interest in a product may thus induce a reader to send in an inquiry. Curiosity alone may be enough; but most advertisements of this nature do not rely solely upon curiosity to supply the necessary motive for action; they include a "free offer" of some sort. Inquiry copy, therefore, is usually enhanced with a strong appeal to those motives in human nature which make one dislike to lose a chance to get something for nothing, or to discard a coupon or other evidence of value.

Having located prospective customers, the company seeks to make them actual customers. The simplest way of doing this is by the use of the direct order appeal. The advertiser asks a reader to send for information and with the prospect's name and address

as a basis seeks to persuade him thru direct mail solicitation or by a visit from a salesman.

Another method is closely associated with the copy designed to direct the reader. A manufacturer may wish to show the dealers in a particular community that there is a demand for his product. The list of inquiries would be used as evidence of this demand and hence would influence the dealer to handle his goods. It is important to keep the motives distinct, for upon the motive depends the selection of the point of appeal and degree of emphasis to be put upon the selling qualities in the advertisement.

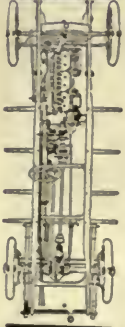
4. *Inducement to respond.*—The gradual change in the point of view in all parts of the advertising field is reflected in the means of getting inquiries from prospective customers. At first the catalog was used almost exclusively, and in accordance with prevalent ideas, the product was made the sole basis of the appeal. Long technical descriptions predominated. Then came the coupon as an adjunct in obtaining inquiries for catalogs and as a basis for the more complete follow-up system which was added to the catalog and coupon methods. But finally there came a complete change in the conception of advertising appeal, the adoption of the "you attitude." Hence the catalog, which had featured the product and which had been the mainstay in getting the inquiry, was superseded by a booklet which contained not merely a technical account of the product, but suggestions and information of real value to the reader. Thus an office device

was not explained as a piece of mechanism in the booklet, but as a part of an office system. The excellence of its descriptions raised the booklet from the rank of a catalog to the rank of a reference or textbook upon the subject of office systems. The booklet of today makes, therefore, a double appeal since it offers information about the product and is in itself a valuable acquisition to the reader's library.

5. *Catalog offer.*—To introduce a product whose general qualities are well known may depend more upon the outside inducements offered than upon the direct appeals based upon the product itself. There are several bearings on the market. In general, their qualities are well known to the users of automobiles. The Bearings Service Company's advertisement is a good illustration in which the emphasis is put upon the chart, altho to feature the vital importance of roller bearings is the final objective.

6. *Free sample offer.*—A variation from the style of copy used in the Bearing Service Company advertisement, yet one which resem-

Send for a
FREE
CHART
 of your
AUTOMOBILE
 Showing the bearing locations and telling what type they are and how to take care of them.



This information will prove of immense value to motorists who take pride in the smooth and economical operation of their cars. Send the coupon.

Name _____
 Street Address _____
 City and State _____
 Name of Car _____
 Year of Manufacture _____
 Model No. _____



General Offices: Detroit, Mich.

Acts as the service department of the Timken Roller Bearing Co., the Hyatt Roller Bearing Co., and the New Departure Manufacturing Co.

The free chart is featured here rather than the product

bles it, is the advertisement, on this page, of the Nestlé's Food Company. Here is offered not only a free book but a free sample package.

NESTLÉ'S *MILK* FOOD



NESTLÉ'S FOOD CO.

So. Pasadena, Calif.

Am enclosing a picture of my baby girl, Harriet Lucretia Freeman, who was raised on Nestlé's Food. Have been feeding her Nestlé's Food daily and now, at 15 months, she weighs 32 pounds and is full of life. I have, and always will, recommend Nestlé's to any mother.

(Signed) Mrs. WALTER FREEMAN

203 Oak Lawn

NESTLÉ'S is a complete milk food. The milk is in it and is already modified. It is easy to digest and easier to prepare.

FREE TO MOTHERS:

A trial package—enough for 12 feedings—and a valuable book for mothers. Address Dept. D-13.

NESTLÉ'S FOOD COMPANY
NEW YORK

Another example of an advertisement which features a free booklet but which also offers a free sample

There is no description that can equal a test of the goods themselves. Particularly where the value of the product depends upon one main appeal, made perhaps to the sense of taste or smell, a small sample is sufficient to give a clear idea of the product. The advertiser of a new food product, for example, could spend much money in description and yet not succeed

in giving so good an idea of how his product actually tastes, as could a sample costing less than a cent.

Fabric products lend themselves in most cases to sample offers. One of the most familiar advertisements, changed little from year to year, is that of a collar company which offers a liberal supply of collars in return for the names of those who might be interested. A manufacturer of underwear is able to show the superiority of his fabric over others by a sample not over an inch square. "Tailoring-by-mail" firms not only supply their agents with samples of goods from which the clothes are to be made, but often furnish the prospective customer with fabric samples as well.

The advantages of an efficient sample-offer plan may be summarized as follows:

- (1) Increased number of inquiries.
- (2) Increased value of inquiries thru elimination of requests of idle curiosity seekers.
- (3) Since the goods are in the prospective buyer's possession they will do their own advertising.
- (4) Superiority of demonstration over verbal description, in such matters as the taste of a food product, the sound of a talking machine or musical instrument and the like.
- (5) Aiding distribution, thru dealers or agents.
- (6) Furnishing new names that may be used in future advertising campaigns.

7. *Booklets and samples at small cost.*—Altho it is necessary to write copy that will get results in connec-

tion with free offers of booklets and samples, some check must be put upon inquirers who are merely curious.

The copy of the Crisco advertisement on this page is particularly strong in its appeal to housewives and even to professional cooks. Since the purpose is not

YOU can learn more about Crisco in Janet McKenzie Hill's "Whys of Cooking" which we have published as the successor to "A Calendar of Dinners". Every woman interested in cooking will be interested in this splendid addition to the important literature of domestic science. It is an authoritative text book, for the author is Principal of the Boston Cooking School and Publisher of American Cookery. It gives in the form of questions and answers just what *you* may want to know of puzzling problems in cooking. It is handsomely illustrated in colors and contains many new and hitherto unpublished recipes.

Of course, this book is published to gain the good will of our customers, and therefore further advance the sales of Crisco, but it is a book which is worth five times at least what we ask for it. The cost is but five two-cent stamps. Address your request to Dept. H-9, The Procter & Gamble Co., Cincinnati, Ohio.

to sell directly, the advertisement strikes at a particularly vulnerable spot by suggesting a problem in cooking in the very first phrase—"Whys of cooking." This in itself would be enough to stimulate the action of asking for a free book. Curiosity and interest are evoked at once. But those who are merely curious are usually not desirable as prospects, hence the ten-cent charge. By putting in this element, the free offer is changed

into an "offer at small cost"; therefore it is necessary to add more force to the appeal. The copy speaks of the authority back of the authorship, the Principal of the Boston Cooking School and publisher of "American Cookery"; it appeals also to woman's desire to get this cooking information in the

simplest form—question and answer. It stimulates the desire to possess the book by saying, "It is handsomely illustrated in colors and contains many new and hitherto unpublished recipes." Finally, it skilfully leads up to the small cost by taking the reader into the company's confidence, for, of course, "this book is published to gain the good-will of our customers, and therefore further advance the sales of Crisco, but it is a book which is worth five times at least what we ask for it." The last paragraph skilfully builds up the confidence of the reader while telling her, "The cost is but five two-cent stamps."

Another excellent example of this type of advertisement may be seen in the "Jim Henry" copy of The Mennen Company, shown here. An indication of how successful such copy can be made is the fact that the first insertion of this series brought 10,000 replies.

8. *Limiting replies.*—Charging a small price for a booklet or sample automatically cuts out the cheaper class of inquiries that are the bane of so many advertisers. Such

Less than before the War

I suppose most men would resent the idea that it is the low cost which attracts them to Mennen Shaving Cream.

They use it because it gives them great shaves—price has nothing to do with it.

Because a tube costs 50 cents, some men may actually look upon Mennen's as an indispensable luxury and enjoy the mistaken idea that they pay a little extra for wonderful results.

I want to explain once more about the economy of our big tube.

Right after the war, when the public had not become reconciled to aeroplane prices and roared in agony at every five cent raise, we made a determined effort to meet the situation. First we discovered that by doubling the size of our Talcum can, we could give actually more talcum for the money than before the war. Then we tackled Shaving Cream, applying the same principle of increased size.

We found that one big empty tube cost a lot less than two small tubes. It cost less to fill and package the big tube than the two small tubes. These economies made it possible to give you a lot more cream, in proportion to the price, than you formerly got in the old 35 cent size.

Probably at first some men cringed a little at paying 50 cents, even though the tube was larger. But I doubt if anyone quit for that reason, because our business has more than doubled in the last year.

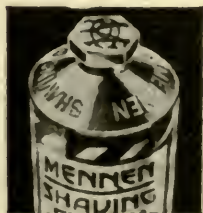
Men don't give up anything that means so much to them as Mennen Shaving Cream just because of 15 cents, especially when they find that the fluctuation is in their favor.

Anyway, this lengthy explanation seems rather foolish when you consider that one magic mark of Mennen lather costs less than half a cent.

Why not send 15 cents for my demonstrator tube and learn what a real shave feels like?

Jim Henry
Mennen Enthusiast

THE MENNEN COMPANY
NEWARK, N.J. U.S.A.



This advertisement offers a sample of the product at a small cost—only fifteen cents for a demonstration tube

a course is founded on the well-known principle that what is paid for is esteemed more highly than what is obtained free. The practice, therefore, of limiting the distribution of booklets or samples by charging for them, in many cases aids markedly in securing a better class of inquiries than is secured when the distribution is free. If the advertiser can manage the cost of the offer so as to shut out the curious while not repelling actual, prospective customers, he has reached high efficiency in getting returns.

The growth of the "small cost offer" has been limited as it is not adapted to every line. It helps to eliminate those who inquire merely from curiosity. Finally, great value is attached to the names of sample purchasers as possible steady customers. When the advertiser has a varied line of goods, the customer for one commodity may be circularized from time to time for other commodities.

9. *The idly curious*.—Many persons send for expensive booklets or samples of products in which they are not at all interested. Most prospects are drawn to a product first thru curiosity, but there are some prospects who since they have not even a potential purchasing power may be classed as purely curious. Children who seek catalogs and the like for the pictures are a good illustration. One successful method of selecting the right kind of prospect is to stipulate that the request for the free book be sent, "upon your business letterhead." In other cases the inquirer is

asked to furnish further information besides his name before a valuable book or sample is sent him. Thus the curious seeker is headed off while the really interested prospect is not repelled.

10. *Free booklet offer.*—There must be some inducement offered to a reader of an advertisement to get him to send in his name and address. The Atlas Powder Company's advertisement, shown on page 158, illustrates a type of copy built around the free booklet offer.

Considerable ingenuity is often exercised to attract attention to a particular brand of a well-known product. It would be futile to elaborate on the product itself, and some outside inducement is made the basis of the appeal. In the Atlas advertisement to which attention has been called the ultimate objective is to extol the virtues of Atlas powder, but the emphasis is placed on the book "Better Farming."

11. *Methods of distributing samples.*—Offering the sample "on request" is the standard method for systematic distribution of samples over a large territory. Where a given district must be covered in a relatively short time, national advertisers generally resort to door-to-door distribution or distribution to special classes.

The Kolynos Company, which manufactures a dental cream and distributes thru the retail druggists, uses an effective method of sampling. Dentists, physicians, physical culture instructors and others who are



Land clearing fully explained

After you have read the chapter on "Better Stump Removing" in our book, "Better Farming with Atlas Farm Powder," you will know how easily and quickly you can clean up your fields. After you have blasted a few stumps you will feel like Harry A. Wright, Williamsburg, Mass., who writes:

"Now I know that land which I cleared by grubbing could have been cleared with Atlas Farm Powder more easily and at one-quarter the expense. I never dared tackle the stumps on part of my land before, but now I am getting the stumps out and planting it to trees."

"Better Farming with Atlas Farm Powder" also tells how to remove boulders, blast the subsoil and beds for trees, make ditches and do other farm jobs with Atlas Powder. A copy—sent free—will be a valuable addition to your library. The coupon at the right will bring the book.

ATLAS POWDER CO., Wilmington, Del.

Dealers everywhere. Magazine stocks near you.

**ATLAS POWDER CO.,
Wilmington, Del.**

Send me "Better Farming with Atlas Farm Powder." I am interested in explosives for the purpose before which I mark "X."

- ☐ Stump Blasting
- ☐ Boulder Blasting
- ☐ Subsoil Blasting
- ☐ Tree Planting
- ☐ Ditch Digging
- ☐ Road Making

Name

Address

Atlas Farm Powder

THE SAFEST EXPLOSIVE

The Original Farm Powder

The booklet offered is indicative of something interesting and helpful to the reader, rather than simply a catalog of explosives

interested in the public health are furnished with samples for distribution. In each package of dental cream is placed a postal having blanks for the listing of names of the customer's friends. The letter which accompanies the sample states by whom the request for the sample was made, thereby increasing the advertising value of the plan.

In addition to securing a volume of replies and creating immediate interest, "free" offers have an advantage in that they usually provide a list that is responsive to further sales effort.

12. *Follow-up after the sample.*—Once the sample is in the prospective buyer's possession and sufficient time has elapsed for noting its principal advantages, the question of follow-up arises. The follow-up must be worked out in such a way that the prospect is not prejudiced against the goods. The letter following the sampling may properly discuss some feature to which particular attention should be called.

If the product is being distributed by the retailer, a special inducement is usually made in the follow-up for the purpose of bringing the sampler actually into the dealer's store.

13. *Function of coupon.*—The coupon is to the advertising campaign what oil is to a machine. It makes action easy. Whether the action involves a request for a catalog or the sending in of a cash order, there is always some mental inertia to be overcome, and the coupon "sign, clip and mail" makes such action easy. It is estimated that a coupon in-

creases returns fifty per cent, of which at least thirty per cent are good.

The uses of coupons vary. Ordinarily their use involves no more than the checking of some item desired and the signing of the inquirer's name and address. The coupon of Duplex Lighting Works, on page 160 is a good sample of this type. Everything is made easy by providing checking spaces and sufficient room for writing the name and address. A more complex style of coupon contains a statement of certain conditions and when signed by the inquirer assumes the form of a contract. The trial-order coupon of the Oliver Typewriter advertisement on page 145 is an example of the latter form.

The Keystone Pecan Company coupon begins with a courteous introduction: "Please send without further obligation. . . ."

The Cornell Wood Products Company puts display as well as selling copy into its coupon. If a prospect is at all interested in anything like the product advertised, this coupon is bound to inspire action. Other advertisers put in some good words for the product itself. Note the wording of the Pennsylvania Textile Company's coupon and mark its selling quality:

FREE We will be glad to send you our authoritative style book **FREE**, together with some samples of **MONEYBAK** taffeta, so you can see and feel the crispy, puffy softness of this beautiful silk. Send for your copy today and be sure to mention your dealer's name.

Smiling Stars

Who are they?



YOU will notice that all three of these Smiling Stars have good teeth. A motion picture star must have good teeth to be successful. Think how disappointed you would be if a close-up of your favorite motion picture actor or actress showed a set of bad teeth. Your admiration would vanish at once.

Write on the coupon below, your guess as to the names of these three popular motion picture stars, and mail it to us. If you guess *even one* of them right we will send you a generous trial tube of Colgate's Ribbon Dental Cream.

Because Colgate's is *safe*; because it is free from harmful acids and dangerous grit, and because it cleans teeth *thoroughly*, Colgate's is recommended by more dentists than any other dentifrice. The flavor is delicious.

COLGATE & CO.
Dept. 18
199 Fulton St., New York



COLGATE & CO.
Dept. 15
199 Fulton St., New York
I know who's smiling; please send me the trial tube.

No. 1 is
No. 2 is
No. 3 is
Name
Street
City State

An example of the puzzle method of getting action from the coupon

Most of the appeals that make good advertising copy can also be used in an intensive way in coupon copy. A method frequently used is to ask the reader to solve riddles, puzzles and the like, the answers to which are very easily found.

The rebus, the puzzle and the riddle will probably continue to be used in advertising. They constitute a challenge to the reader, to which the sending of the coupon is the response.

REVIEW

What is the purpose of "getting the inquiry" copy?

How do advertisers seek to eliminate the inquiries of persons who are merely curious?

When can samples be used effectively, and what methods are used for their distribution?

State the general character of booklet advertising.

Discuss the utility of coupons attached to advertisements.

From your experience name other advertisements which correspond to the types described in this chapter.

CHAPTER XI

"DIRECTING THE READER" COPY

1. *Purpose and scope.*—Copy intended to guide or direct the consumer in his purchasing is known as "directing the reader" copy. Many goods from their very nature are not adapted to mail-order selling. It is necessary to market these thru the various distributing agencies and to direct the public to the nearest dealer. Thus the two styles of copy known as "getting the inquiry" copy and "directing the reader" copy have developed.

Copy which directs the reader must be forcible enough first to overcome the reader's inertia toward change from one product to another, or his indisposition to spend money for some new product. Either of these obstacles may be met successfully by stimulating the enthusiasm of a prospect. But with this accomplished there remains the second barrier in the person of the dealer. He may be pushing a competitive product or he may desire to avoid trade-marked goods. The gratification of the wants of the customer may not always mean immediate profits for the dealer. The copy-writer who would overcome this difficulty must be capable of injecting the right

degree of insistence into his prospects before they come under the influence of the retailer.

2. *Methods of directing the reader.*—There are seven kinds of copy designed to direct the reader. Most of them are characterized by some familiar trade slogan, as follows: (1) "Ask your dealer" copy; (2) "Ask your dealer or write us" copy; (3) "At all good stores"; (4) "For sale at Wanamaker's"; (5) "Sold nowhere else"; (6) Directing reader thru display; (7) "Take no other make."

3. *"Ask your dealer" copy.*—Men cannot be made enthusiastic about anything in this world if they distrust it, if they are ignorant of its effect upon themselves, or if they are not interested in it. This means that enthusiasm is a compound of confidence, knowledge, interest and emotion. The emphasis which is put upon each of these points will depend upon the conditions. A well-known company may possibly need nothing more than its name or trade-mark to inspire confidence. With an asset of this kind, the company can devote its advertising effort to stimulating interest and desire.

One of the best advertisements which was ever put out by the Palmolive Company, as tested by the comments of distributors, well illustrates the balancing of these motives.

Every one knows the Palmolive brand; therefore, the word alone prominently displayed establishes confidence. However, the picture at once piques the curiosity and serves as a strong attention factor; but

the name, Palmolive, and the attractive treatment of the illustration would not be sufficient by themselves to win the complete enthusiasm of the feminine reader. The final touch is added by the copy. How naturally the words "Reincarnation of Beauty," "3,000 years ago" and "modern girl," lead the attention which has been casually arrested by the picture, into a closer observation and a growing interest. The "knowledge of the surest way to keep" the "heritage of beauty" stimulates the interest of the reader, and before she is aware of it she has slipped over the prosaic statement that "palm and olive oils were and are mild, beneficial, natural cleansers," etc., only to be caught up again with the promise of more romance. The indirect suggestion in the words, "today she would use Palmolive," leads naturally to the information that "Palmolive beautifies while it cleanses because it is made from the same rare oils used as both cleanser and lotion in ancient Egypt." The writer has played up the historical reference in order that he might get his own story read. He has used interest as the means of conveying information and creating confidence.

4. "*Ask your dealer or write us*" copy.—It will be noticed that the direction of the reader to a dealer is not so important here as in the case of a new product, since the public expects a wide distribution of so well known a soap. If the manufacturer is not certain of the distribution of his goods, he fortifies himself by putting in the statement "if your dealer can-

PALMOLIVE

Re-Incarnation of Beauty

Just as the Egyptian Princess of 3,000 years ago bequeathed a heritage of beauty to the modern girl, so did she also hand down knowledge of the surest way to keep it.

She knew that Palm and Olive Oils were mild, beneficial, natural cleansers, as soothing in their action as a lotion. A crude combination was all she could command — today she would use Palmolive.

For the mild, soothing, profuse lather of Palmolive Soap, so smooth and creamy, embodies this oldest beauty secret.

Palmolive beautifies while it cleanses because it is made from the same rare oils used as bath cleanser and lotion in ancient Egypt.

Palmolive is sold by leading dealers and supplied by popular hotels in guestroom size.

Send 25c in stamps for Palmolive card containing numerous packages of 6 favorite Palmolive requisites.

The Palmolive Company, Milwaukee, U. S. A.
The Palmolive Company of Canada, Limited
Toronto, Ont.



Illustrating the use of romance and history as attention getters

not supply you, write, inclosing price of article desired."

5. "*At all good stores.*"—When an article has become so well known as to be on general sale it may be enough to say "At the best stores." Altho this style may be flattering to the stores that have the goods, it would not be well for a new concern putting out a breakfast food to advertise "Ask your grocer," when only a few hundred dealers handle it. There are many examples of business failures due to using this form of directing the reader without first getting the dealer's cooperation in a general distribution. Except, therefore, in general advertising of goods which already have their required distribution, this type of "directing the reader" copy is being dropped.

6. "*For sale at Wanamaker's.*"—The change from the general direction to the specific shows how vital it is to let the customer know where an article can be purchased. Substitution thrives on general advertising which says "sold at all good stores." To announce, for example, that the article advertised is for sale at Wanamaker's makes the offer more concrete while at the same time it ties to it a name well known in most localities, thus serving the further purpose of suggesting the article when the purchaser is on a shopping trip in the vicinity of that store.

The Columbia Graphophone Company has adopted the method of making monthly announcements of its new records.

For the metropolitan district of New York City, one hundred or more dealers are specified by name and address in the advertisements of the Columbia Company. Furthermore, the Manhattan dealers are classified according to location—"Below 14th Street," "14th Street to 43rd Street," "43rd Street to 96th Street" and so on.

7. *"Sold nowhere else."*—When the Holeproof Hosiery Company came to New York City, it got Brill Brothers to exploit its goods. The company might have taken another method and sold them thru twenty stores. To have done so, however, would have been to gain extensive at the sacrifice of intensive sales effort. When the firm could announce "Sold nowhere else" a premium was put upon the goods by means of the exclusiveness implied, and at the same time the dealers did not feel that they were advertising a competitor as strongly as they would advertise themselves.

One of the prime features of the advertising of the Coward Shoe on the following page is seen in the effect upon a reader who is forced to the conclusion that a firm which is able to say "Sold Nowhere Else—James S. Coward, 262-274 Greenwich Street, New York," surely must have a superior article or he would not last long in a business where competition is most keen. It might also be well to compare the general copy of this advertisement with the Douglas shoe advertisement on page 171. The Coward advertisement has no price, no general description, no bargain sug-

The Coward Shoe

REG. U. S. PAT. OFF.

"Made in America"

For more than half a century, Coward Shoes have been retailed to the American Public.

Coward Shoes are "Made in America" from American leathers and materials, in an American factory, built by American capital, and operated by home workmen.

Every dollar received for Coward Shoes is again circulated in this country, contributing to our National growth and prosperity.

No hard times if ALL insist on U. S. A. products. YOU benefit home industries, protect home labor, and keep money in the land by confining your buying to goods "Made in America."

JAMES S. COWARD, 262-274 Greenwich St., N. Y.

(NEAR WARREN STREET)

SOLD NOWHERE ELSE

Directing the reader to the only store where Coward shoes are sold, this advertisement gives the suggestion of a superior product

W. L. Douglas

THE SHOE THAT HOLDS ITS SHAPE

\$7.00 \$8.00 \$9.00 & \$10.00 SHOES

FOR MEN AND WOMEN

**YOU CAN SAVE MONEY BY WEARING
W. L. DOUGLAS SHOES**



"THE STAMPED PRICE IS
W. L. DOUGLAS PERSONAL
GUARANTEE THAT THE
SHOES ARE ALWAYS
WORTH THE PRICE
PAID FOR THEM."

CAUTION.—Insist upon having W. L. Douglas shoes. The name and price is plainly stamped on the sole. Be careful to see that it has not been changed or mutilated.



The best known shoes in the world. They are sold in 107 W. L. Douglas stores, direct from the factory to you at only one profit, which guarantees to you the best shoes that can be produced, at the lowest possible cost. W. L. Douglas name and the retail price are stamped on the bottom of all shoes before they leave the factory, which is your protection against unreasonable profits.

W. L. Douglas \$9.00 and \$10.00 shoes are absolutely the best shoe values for the money in this country. They are made of the best and finest leathers that money can buy. They combine quality, style, workmanship and wearing qualities equal to other makes selling at higher prices. They are the leaders in the fashion centers of America. The stamped price is W. L. Douglas personal guarantee that the shoes are always worth the price paid for them. The prices are the same everywhere; they cost no more in San Francisco than they do in New York.

W. L. Douglas shoes are made by the highest paid, skilled shoemakers, under the direction and supervision of experienced men, all working with an honest determination to make the best shoes for the price that money can buy.

W. L. Douglas shoes are for sale by over 9000 shoe dealers besides our own stores. If your local dealer cannot supply you, take no other make. Order direct from factory. Send for booklet telling how to order shoes by mail, postage free.

W. L. Douglas President
W. L. Douglas Shoe Co.,
145 Spark Street,
Brookton, Mass.

This advertisement features the warning to "Beware of Fraud" and "Take no Substitute"

gestion, but a simple, straightforward appeal to quality and then—"Sold Nowhere Else."

8. *Directing the reader thru display.*—Much successful advertising has been done by directing the reader thru tying up the appeal in the advertisement with display signs, and window displays. The Socony Oil copy urging the reader to purchase his oil and gasoline at the store or at the garage which displays the Socony sign is an illustration of this.

On the other hand, where the distribution of an article is centralized, much depends upon specific directions showing location and suggesting the ease with which the store can be reached. These elements are well illustrated in the Redfern Corset advertisement. The whole advertisement is based on the idea of directing the reader. From the familiar trademark and the number 510 over the door, down to the diagrammatic layout of the streets in the vicinity of the shop, everything points the way and suggests the ease with which a customer can reach the Redfern Corset Shop. Notice how this feeling is heightened by the use of the familiar landmarks of the Public Library and Grand Central Station.

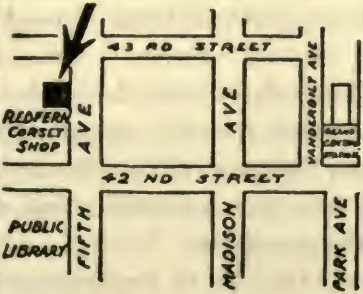
9. *"Take no other make."*—A more common copy is that which uses the authoritative form of expression. "Beware of substitutes," "Take no other make," "Insist upon your dealer's supplying you," and similar phrases are used to warn the reader. These phrases are based upon the element of suspicion which is particularly alert when a man thinks of



Redfern Corsets

Back Lace Front Lace
\$3 to \$25

The Redfern Corset Shop
510 Fifth Avenue
(Just above 42nd Street)



43 RD STREET

42 ND STREET

PUBLIC LIBRARY

FIFTH AVE

MADISON AVE

PARK AVE

REDFERN CORSET SHOP

VANDERBILT AVE

GRAND CENTRAL STATION

Emphasizing location

spending money. It startles a reader like the double challenge of a red light flashed in the dark, accompanied by "Halt! Who is there?" There is nothing subtle in this type of copy except that the motive appealed to is carefully concealed by a strong bid for the reader's confidence in a straightforward mail-order type of copy and display. The use of this phrase by the Douglas Shoe Company may be seen in the accompanying advertisement.

10. *Establishing new trade connections.*—Where it is the house policy to sell thru the retailer, or where distribution thru the retailer is the most practical, the producer often advertises direct to the consumer. Such advertising takes into account the following objects:

(1) To get the consumer to call on the retailer, and either (a) buy the article advertised, (b) ask to be shown the line, or (c) ask for a free sample.

(2) To impress the trade-mark and special features of the product upon the consumer's mind, so that the advertised line will be preferred and selected over others.

(3) To further sales to the dealer by offering co-operative methods when soliciting sales to the trade.

(4) To obtain the general benefits of publicity advertising, even tho the advertisement is addressed specifically to the consumer.

It will be noted that there are two main objects in all advertising designed to sell the consumer thru the dealer. The advertiser aims to put the pressure of

demand upon the dealer and plans to identify his product with his brand. The one helps to place the line with the dealer; the other tends to tie the business created to the advertiser.

One of the most effective bits of this sort of advertising is done by Robert H. Ingersoll and Bro. Reference to the accompanying advertisement shows that the appeal focuses on getting the consumer to call upon the dealer. Substitution is guarded against by devoting a great share of the advertisement to particulars telling why "Ingersolls" are best for every one.

The principles to which Ingersoll advertisements conform can be observed to advantage in practically all consumer advertising where the product is sold at retail. First, arouse interest and create a demand. Second, divert the resulting trade to the advertiser's retailer. Third, feature the brand, emphasizing its points of supremacy to such a degree that substitution will be difficult, if not impossible.

11. *Dealer cooperation.*—The products of many large concerns have become so well known that the advertising has reduced itself to little more than a display of the trade-mark. Under such conditions dealers generally carry the line as a matter of course; their cooperation consists merely in selling what is asked for, the demand having been created by the advertising campaign.

A new form of dealer cooperation is found in "national newspaper window display week" during which



12. **Yankee (plain dial)** \$2.50
The lowest-priced Ingersoll.
(Canadian Maple Leaf \$2.25)



1. **Yankee Radiolite** \$3.50
"Tells time in the dark."
(Canadian Radiolite \$3.00)



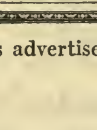
2. **Eclipse** \$4.00
(In Canada \$4.25)



3. **Radiolite 3-in-1** \$5.75
For dark or storm.
(In Canada \$6.25)



4. **Radiolite 3-in-1** \$5.75
For dark or storm.
(In Canada \$6.25)



5. **Midget** \$3.00
(In Canada \$3.25)

7. **Midget Radiolite** \$5.75
(In Canada \$6.25)
U. S. Prices include Tax



Now in
dealers'
windows

Fit Yourself to an Ingersoll
—by this window display

WATCH needs—and watch tastes—differ. But there are Ingersolls to fit every need or taste. The display pictured above helps you to fit yourself.

Find a display—and then find yourself. It's a fascinating quest and bound to be successful. Maybe your taste doesn't correspond with the choices we suggest. All right, make your own choice—so much the better. Ingersolls are made to meet *your* likes, not ours.

—or by this advertisement

If you'd like to check up now, here's your chance. The groups listed on the display appear below. The numbers refer to the watches shown on the sides of this advertisement.

Boys 1-4-12	Farmers 1-5-11	Professionals and
Breakdowners 12-1-11	Gents 2-5-2	Business Men 5-5-10
Carpenters 12-1-11	Labeling Men 12-1-11	Engineers 9-5-10
Clarks 2-5-10	Machinists 12-1-11	Sailors 5-5-11
Crofters 1-5-11	Musicians 1-5-11	Servants 2-5-2
Engineers 5-5-11	Musicians 1-5-11	Sportsmen 2-5-2
Farmers Men 1-5-11	Plumbers 1-5-11	Women 9-5-10

ROBT. H. INGERSOLL & BRO.
New York Chicago San Francisco Montreal

Ingersoll



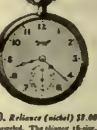
6. **Vint Radiolite** \$4.25
"Tells time in the dark."
(In Canada \$4.75)



8. **Waterbury (plain dial)** \$3.50
The 15-jewel jeweled Ingersoll.
(In Canada \$4.00)



9. **Waterbury Radiolite** \$4.25
Choice of "value" face or black face.
(In Canada \$4.75)



10. **Reliance (nickel)** \$3.00
7-jeweled. The thinner 15-jewel, 7-jewel watch made in America.
(In Canada \$4.25)



11. **Reliance (gold-filled)** \$11.50
Back View. Face like No. 10.
(In Canada \$14.00)
U. S. Prices include Tax

This advertisement puts the pressure of demand on the dealer thru a direct appeal to the consumer

time all dealers display in their windows the products that are nationally advertised thru the medium of the daily newspaper. This is a tremendous feature and the newspapers give it a considerable amount of space.

But a new product is usually compelled to fight its way to the dealer's shelves thru the insistence of the consumer. Growers of fruit, makers of breakfast foods and similar products, attempt to increase consumption by constant suggestion, appetite appeals and educational copy, and then induce the readers to ask their dealer for the specific brand advertised. The value of the trade-mark, slogan or catch phrase is very great in aiding the memory of the prospect.

The advertisement of Genco Razors illustrates copy which combines the trade-mark, a direct and well-selected appeal to the sense of comfort, with educational copy and specific directions by which the reader can supply himself. The suggestion, "Call at the nearest Genco dealer's . . ." gives added emphasis.

12. *Substitution*.—Substitution ranges all the way from a legitimate sales talk down to outright cheating, and the advertiser must meet this obstacle from the beginning to the end of his business career. The branch store, the sole agency, the distribution of samples, the store demonstration, canvassing, the premium offer—all bear more or less directly upon the question of substitution. The necessity for controlling substitution enters into many of the business



Buy the Razor Your Beard and Skin Require

Different men need different razors. A man with light beard and tender skin should shave with a medium-weight, full-concave blade. One with a wiry beard and rugged skin needs a heavier blade, ground half-concave. Every individual ought to use a razor of the proper size, weight and grind for his particular beard and skin.

If you shave yourself, you should use a razor made to suit your face and beard—and among the many Genco Razors there is one for you.

Genco Razors are regular razors, of the type preferred by all barbers. Barbers have never discovered a better tool for shaving purposes than a regular razor. Note that barbers make a business of selling shaves, not razors.

Genco Razors are nicely balanced and accurately tempered. They feel light and natural in the hand. Each is so designed that anybody can

strip it. Each is hand-made out of such good steel that we say to you: "Genco Razors must make good or we will."

Secure the Razor Made for Your Kind of Face

Here's your special opportunity to get your razor! During the week of November 8 to 13 nearly all the Genco Razor dealers in the country are giving special displays of regular razors. In their windows, show cases, and on their cutlery counters you can see the many kinds of razors for all sorts and conditions of faces and beards. The dealer or his clerk will be prepared to show you which Genco Razor is best for you.

Call at the nearest Genco dealer's and take home a lifetime of quick, clean, easy shaves, in the form of a razor made for your beard and skin.

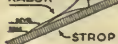
GENEVA CUTLERY CORPORATION, 230 Gates Avenue, Geneva, N. Y.

Largest Manufacturers of High-Grade Razors in the World

TO DEALERS
Inquiries and orders for Genco regular razors arrive by every mail. We prefer to send you those coming from your own. Our handsome Genco Display Cabinet, free with your first order, will make big sales for you. Write us today for additional information.



GENCO RAZOR



Note how Genco Razors meet demand in just the proper way to get a perfect shaving edge every time. The back and bevel guide the blade correctly along the strip. There's a difference in strips. It's better to use a Genco Strip.

Impressing the name and trade-mark of Genco Razors and making a direct appeal to dealers

policies connected with marketing; no business can rely solely upon its advertising to overcome substitution.

If the advertisements of various companies are studied it will be noticed that they vary a great deal in the relative amount of space given to illustrations and to copy. As a rule, the older houses with well-established brands use a preponderance of display and make little effort to direct the reader to a dealer. An example of this is seen in the Palmolive advertisement on page 167. The somewhat newer houses or those pushing a new product are prone to allow educational copy to predominate and to make the copy for directing the reader moderately conspicuous, as in the case of the Geneva Cutlery Corporation's Genco Razors. But a third class of advertisers, because of the newness of their product or the unfamiliarity of their trade-mark, must meet substitution face to face. They must send their readers to the dealer with a prejudice in favor of their wares, strong enough to "demand the goods asked for." Firms of this class do much advertising based on educational copy, but they often force the question of substitution into the foreground.

The consumer usually depends upon the retailer's judgment. However, there has arisen a tendency to resent any attempt on the part of retailers to put a customer off with "something just as good." The general confidence of the public in trade-marked goods gives the advertiser a strong weapon even tho

he must use it at long range. An evangelist, a labor agitator, a political orator, an advertisement writer or any person whose business it is to lead a crowd, can measure his success by the ability first to arouse the enthusiasm which leads to action, and second, firmly to fix that determination by an appeal to prejudice. If the suggestion that one is being tricked, whether it is in religious belief, in labor adjustments or in buying goods, is put in a man's mind, there is little hope for the cause, or its supporters toward which this suspicion is directed.

It may take time to arouse enthusiasm, but suspicion lies ever ready to crop up. The advertiser who constantly exhorts the reader to ask for such and such a brand and to take no other, appeals to a general prejudice, which looks upon trade as a trial of wits where *caveat emptor* plays a ruling part. This warning directing a buyer to beware starts him to a store with his prejudice aroused by a suspicion that he may be tricked; and as a consequence, the moment that the dealer attempts to explain the merits of another brand, he is met with indignation which hardens into stubborn opposition as the dealer's argument progresses.

There are various shades of suggestion by which prejudice may be aroused. The character of the firm, the nature of the business, the extent of the selling campaign, etc., all bear upon the nature of appeal to be used.

REVIEW

What conditions make it necessary for many business houses to use copy which sends readers to the dealer?

Why should copy intended to direct the reader need to be particularly strong in stimulating enthusiasm and creating a strong prejudice for the product, firm or for a standard price principle?

How may the dealer's cooperation be forced thru advertising?

Is a dealer justified in trying to substitute a brand of goods for the one asked for?

What advantage is gained by using such specific directions in the copy as "For sale at Dayton's"?

How can display be used to advantage in connection with the principle of directing the reader?

How may the style of copy be used to influence the dealer as well as the consumer?

CHAPTER XII

"MOLDING PUBLIC OPINION" COPY

1. *Purpose and scope.*—Advertising is intended to do three things—to make people do something, buy something or think something. Copy that is intended to make people "think something" is termed "molding public opinion" copy. It is used for pure publicity—to direct public sentiment for political or legislative purposes, and frequently to advertise an industry. Another style of copy is designed to create good-will toward a product. An advertisement which aims to induce a general impression favorable to some policy, act or product, obviously employs copy designed to influence public opinion.

2. *Styles of copy.*—The first problem of the advertiser in determining the style of copy to adopt is to discover the existing state of public opinion. If the company is an old one, there may be old grudges, wrong impressions and the claims of competitors to combat. Second, there may be a question of just what part of the public it is desirable to reach. A national advertiser whose product appeals to men alone, at once cuts to one-half his possible audience of 110,000,000 Americans. Considerations of race, employment, territory or politics will, for most articles, re-

duce the public interested in any matter advertised to perhaps 6,000,000 families.

When the right attitude and the right people have been found, a third problem presents itself. How is the appeal to be framed so as to make the public interested in the company's affairs, policies or product? To decide upon the specific appeal to be used is a problem which will depend upon the special conditions prevalent at the time, but a general method may be adopted dependent upon the social mood or habit of accepting opinions or arguments. A few years ago real estate promoters drew thousands of settlers from the Middle West into sections of the Far West by means of pictures with a little explanatory matter. The public responded to the sentimental appeal, perhaps because the spirit of the people was strongly influenced by the restlessness characteristic of a frontier community.

Contrast that method with the advertising put out by the Union Pacific Railroad which spent one and a half million dollars in one year in educating the public to the opportunities existing along its lines. Of course, for such an extensive campaign there were no styles left entirely unused, yet educational copy predominated. This same style is prevalent in other lines of advertising as well, showing that public opinion is reached most readily today thru educational copy.

There are four closely related types of "molding public opinion" copy. The simplest type consists of

the name or trade-mark alone. Another type closely allied to the first is the advertisement which uses a picture or other display with little or no reading matter other than the trade name. A somewhat more complex type is that which depends entirely upon the reading matter without display in any form, while the most complex of all is the advertisement which combines copy and display in about equal space proportion.

Styles of "molding public opinion" copy may be grouped under the following headings: (1) repetition of name; (2) repetition of name and picture of product; (3) setting forth a policy; (4) cooperation copy; (5) creating atmosphere copy; (6) educational copy.

3. *Repetition of name.*—Many occasions arise when it may be desirable to keep the name or brand of an article in the public mind without attempting to endow the advertisement with a further degree of selling quality. Hence an advertiser may print the name of his product day after day in the papers or post it in the street cars during the intervals between intensive campaigns. The well-known Lily Cup advertisement shown here is used consistently in this way.

the LILY cup

The advertisement serves at least two purposes by its strong attention-attracting features of brevity and distinctiveness. First, to those persons who are well

acquainted with these drinking cups, the name stands out as a continual reminder of their virtues. Secondly, such an advertisement serves to create curiosity where the goods themselves are not known. The word "Lily" is unique and easily remembered. To satisfy new readers whose curiosity has been aroused, advertisements are run which explain the uses and virtues of the product.

4. *Repetition of name and picture of product.*—A type of advertising somewhat similar in purpose to the Lily Cup advertisement is one which depends upon the use of a picture to attract attention. Many of the same conditions are behind the use of this style of copy as in the case of the simple name or trademark. Either the people must have their curiosity aroused in a new product or their memories stimulated by coming upon the name of a well-known brand as they ride in street cars, glance thru magazines or enter stores. The Coca Cola advertisement on the next page, is an illustration of this style. It shows the power that can be exerted over public opinion thru the use of a pleasing picture and a name, after a product has become well known and its virtues are generally accepted. Illustrated advertising of this kind cannot be said to have displaced display, but rather to have reached a high degree of success in the art of "picture writing."

The two styles of copy just discussed are the kind used purely for publicity.

5. *Setting forth a policy.*—Every progressive busi-

ness expends some part of its outgo in the purchase of good-will. Advertising is now recognized as not



Showing effective use of the “pretty girl” illustration type of display advertising

only one of the surest means of producing good-will, but one of the most economical. Many of the great organizations, dependent largely upon the favorable consideration of the public, now take the direct route

and show why they are entitled to such good-will. Managers no longer consider silence a defense either against attack or against insidious growth of adverse sentiment. Corporation directors now frequently foresee adverse opinion, and advertise to head it off.

When the price of milk was increased one cent per quart in Portland, The Oregon Dairyman's League immediately began advertising. The copy used on page 187 is plainly and frankly of the good-will class.

Public service corporations, particularly, are utilizing the good-will style of advertising. A part of one of the advertisements of the Chicago surface lines reads as follows:

RETURNED—INTACT

Every day several score of street car patrons leave their purses or other belongings in the cars and get them back later by calling at the depots and furnishing satisfactory evidence of ownership.

In a year more than 30,000 articles of value are reported found by trainmen and handed to the owners. Some days the total money recovered runs into hundreds of dollars. Bags containing jewelry and other things of worth frequently are returned to patrons. Seldom are losses reported which are not recovered immediately.

6. *Cooperation copy*.—Since good-will is intangible, it often is insufficient in itself for an advertiser's requirements. In many cases, he must have active cooperation. This cooperation is based on good-will.

Cooperation copy is found at its best as one of the comparatively late developments of advertising.



The circle represents the dollar. The "black", a graphic idea of how large a part goes for "labor" and "material"—over, 75%.

Your Dollar and Where It Goes When Spent For Rogers Peet Clothes

(Based on 6 months actual experience)

Material—Cost, less cash discount	\$.3661
Labor—Wages for making and Salaries for selling	\$.4862
Rent	\$.0720
Taxes—Federal and State	\$.0362

Miscellaneous:	
“Moneyback”	\$.0073
Delivery and Freight	\$.0072
Postage, cartage, etc.	\$.0060
Containers, twine, etc.	\$.0053
Pruning and Seasoning	\$.0050
Future depreciation	\$.0039
Building repairs	\$.0013
Insurance	\$.0016
Bad debts	\$.0012
Telephone	\$.0008

Advertising

Profit of manufacturing, wholesaling and retailing combined—

all that's left to pay dividends, and accumulate a surplus

to insure our business future

\$1.00

The tendency of merchants to mystify their affairs is responsible for much general misconception of the results of business.

We don't mind telling what it costs to keep store and where your money goes. How much we spend and how much we keep.

Above is the graphic story and an exact analysis of the operations of this business for the six months ending March 1, 1920, at the peak of clothing prices.

The half year just ended was less favorable in net results—analysis not yet complete.

You don't expect free service; but just figure out how much less you'd have paid for any article bought here had we donated our share of your dollar to the altruistic reduction of the high cost of living.

Well, what of future prices, you ask.

The press teems with talk of reductions and is a severe critic of traders generally.)

Automobiles are tumbling why not clothing they ask.

Why not newspapers, we ask.

The simple fact is that price adjustments must be gradual. Thoughtful people know that any radical reduction means bankruptcy for all but the strongest dealers, and hurts more than helps.

To-morrow we'll give some illustrations of actual costs in basic materials and labor.

Meanwhile we keep right on making clothes the best we know how, and selling all wearables for men and boys as reasonably as is consistent with proper store keeping.

ROGERS PEET COMPANY

Another example of an advertiser taking the public into his confidence, the advertiser in this case being a New York retail clothing chain

Copy of this class does not aim to sell anything; it aims to make sales of commodities or service easier.

The public is singularly short-sighted and selfish, but often needs only a reminder to improve. The "Do your Christmas shopping early" slogan of the department store advertisers is a case in point. Street car passengers invariably crowd on the first car, choosing to stand, tho comfortable seats are to be found in the next car. All such questions of co-operation are being openly discussed by corporations thru advertising.

7. "*Creating atmosphere*" copy.—Another class of advertising devotes itself to the building up of goodwill for some particular quality of its product. The types of this style of copy vary from a bare announcement accompanied perhaps with appropriate display, to the advertisement which contains a combination of every form of copy. The Pierce-Arrow advertisement, page 191, features style and creates an atmosphere of elegance and luxury. Its efforts are based on the desire of most persons to own something which is superior to other members of its class. This advertisement has none of the elements of mail-order copy—neither is there any attempt to direct the reader to the dealer nor any direct effort to induce him to send in an order or even an inquiry. Thus the copy is in perfect harmony with the attitude of the class of people to which it wishes to appeal. A man who will spend \$6,000 for an article usually goes to see it him-



With all its power, alertness and comfort, and all its smartness of design, Pierce-Arrow is but running true to form. If it were not a constantly improving car, it would not be Pierce-Arrow.

An example of "creating atmosphere" copy by means of a dignified presentation of a high quality product

self. The way does not have to be made easy for him by the use of a coupon.

8. *Educational copy*.—Advertising thrives in a democracy and democracy is fostered by education. To demand facts in connection with any attempt to mold public opinion has become a habit in America. From a study of the advertising of a large group of American business houses over a period of two years, it was found that while 70 per cent of them used educational copy the first year, over 90 per cent used educational copy the second year. There may be various purposes for general publicity copy, but when the main purpose is to make an impression for or against some proposition, the reader demands the information necessary to form an opinion upon the subject.

9. *Political purpose*.—The adoption of an administrative policy by a city, state or federal government may not become effective until the party is actually in power. In this case the party which goes before the public in an advertisement and frankly explains the situation just as would a business concern, stands the best chance of molding public opinion to its point of view. In its highest form, an advertisement of this kind rises to the plane of the political pamphlets of the early days of the republic into which went some of the best thought and writing power of the day. To be sure, the modern advertisement must differ in form, method and expression, but the same judgment and knowledge of facts and conditions must be employed in preparing the copy.

It is indeed a significant sign to see political parties

using the business man's methods of stimulating interest, holding attention, creating confidence and getting support of the public. Such methods will have as beneficial an effect upon political parties, their programs and methods as they have had upon the manufacturer of trade-marked articles and upon corporation policies. Publicity tends to make men, parties, and corporations live up to their best intentions and keep up the quality of their output. The many advertisements that appeared during the presidential campaign of 1920 in the national advertising media, as well as in the local papers, explaining the platform on which candidates for office were taking their stand is sufficient evidence of the high place which this method has attained in the mind of the public.

The political advertisement is destined to supplant the spellbinder, the stump speaker, and the soap-box orator. But aside from the election of candidates, the public is going to be called upon to decide many questions of moment within the coming years as they did the suffrage and the prohibition questions.

Advertising is giving the discussion of such fundamental issues as war and peace, democracy, and the relations of capital and labor, and reaches larger audiences than ever before considered these questions from all sides. Editorials express at best the opinions of a small circle of men whose ideas are intended to exert an influence upon their readers. The newspaper reader saw only one viewpoint presented to him—his

THE GREAT TELEPHONE NEED

---More Facilities

The task of meeting New York City's huge demand for new telephone service that followed the war has been a task of providing additional workers and additional facilities.

On January 31, 1918, the Telephone Company had 9,180 operators in New York City. On September 30, 1920, it had 15,509 operators, as many as present switchboard equipment can accommodate. Even though many of these operators have had only six months' experience or less, the increase in the operating force together with the installation of new facilities have resulted in bringing about a marked improvement in the service.

Calls are now answered three times as rapidly as they were the first of the year and before the end of 1921, if the Company's plans can be carried out successfully, service should again be normal in quality.

The great need today is for additional facilities. 584 switchboard positions have been installed since the first of the year and 184 more will be placed in service by the end of the year.

But 83,000 applicants are waiting for service. To provide service for these applicants and the many new applicants we will have this year would require 552 more switchboard positions.

The Telephone Company's plan for increasing its facilities calls for the expenditure next year of about \$33,000,000 in New York City alone. This plan includes the acquisition of 14 pieces of property for new buildings and enlargements to 16 existing buildings. Five new buildings will be completed this year.

These facts were brought out at the last hearing before the Public Service Commission, Second District, on the Telephone Company's petition for increased rates.

At the present time in New York City the Company is not even earning its bare operating expenses. During the entire year it will earn less than 2% upon the book cost of its physical property in public use in New York City. Only by re-establishing its credits through increased revenue from increased rates can the Company hope to compete successfully for the huge sums of new capital which it must have to provide the new facilities New York City requires.

NEW YORK TELEPHONE COMPANY

This appeal is designed to mold public opinion by creating good-will toward corporations by frankly stating their policy toward questions of ratio

editor's—until advertising showed him that there is frequently another side to the question.

10. *Legislative purpose.*—One of the best illustrations of advertising to mold public opinion is seen in the campaign of the New York Telephone Company to prepare the people for an increased telephone rate. Individual pieces of copy present a frank discussion of the problems confronting the company but each one is designed to prove the need for a higher rate. No attempt is made to make sales. Its argument progresses logically, its statements are concise, and important ideas are emphasized. The company never in a single word suggests any ulterior motive in its advertisement. It is quite evident that this company took into consideration the first principle of writing copy of this kind, the existing state of the public mind toward corporations, and their relations to politics. The American public today wants more publicity in connection with company policies.

The Republican National Committee used an effective method to influence the newly enfranchised women voters during the last Presidential campaign. This organization employed a number of advertisements, one of which is shown on page 196.

12. *Advertising an industry.*—A few years ago a company which manufactured coal-tar products decided to advertise. Coal-tar pitch is used in laying tar and gravel roofs. These roofs must be put on by a local builder or roofer. On this account, it was desirable to advertise, and, at the same time, advertis-

Mothers of the Next President and Vice-President



Copyright Edmund
Reynolds by
Holt National

PHIBE ELIZABETH (DICKERSON) HARDING
Mother of Warren G. Harding
Republican Candidate for President



Photo by Gure

VICTORIA P. (MOÖR) COOLIDGE
Mother of Calvin Coolidge
Republican Candidate for Vice-President

These are the two American Mothers whose sons are to be elected President and Vice-President of the United States.

In trusting their sons, you honor them.

The world at last has come to realize the legal political equality of women, as it has always been compelled to recognize their moral superiority.

This election involves a problem of vital importance to every mother, wife and daughter in this Nation.

Shall war or peace for America be decided by the men and women of America, or by the vote of a Council of Foreign Nations?

When Harding and Coolidge, typical Americans, are elected, it will be thoroughly understood all over the world that the United States, its people and its money are to be controlled in the future as in the past, by the United States, not by the advice, consent, suggestion, necessities, threats nor agreements of any foreign nation or Foreign Council.

You, who soon will elect Harding and Coolidge and defeat the theory that this country is no longer capable of self-government, will look with interest and with veneration upon the faces of these two mothers. You know that their sons will do all that men can do for all the mothers of America.

With Harding and Coolidge elected, America's

destiny will be shaped by the united intelligence of American men and women, American families. In the great family of nations this country will retain its place as heretofore—sympathetic, helpful, offering refuge to the oppressed and opportunity to the ambitious.

With Harding and Coolidge elected this Nation will retain and exercise its complete independence. The Congress at Washington, not a Foreign Council in Europe, will decide whether this Nation shall remain in peace or go to war.

The League of Nations, as it stands and as the Democratic Party would fasten it on this country, is a League of War. It is a League that would make the independent, self-ruling states of America no longer an independent Nation, but merely a little group in a larger international group and governed by that larger group.

When you vote for Harding and Coolidge, typical sons of noble American mothers, you will vote to maintain the independence of the United States. You will vote against war by dictation from abroad. You will vote as Washington, Jefferson, Lincoln and other great Americans talked when they lived, and as they would vote if they could return and vote with you.

One flag is enough for one country and we have the right flag.

Republican National Committee

Let's be done with wiggle and wobble

Part of two page political advertisement of last presidential campaign designed to influence the woman vote

ing was rendered difficult. Among the people engaged in the business there was no generally accepted standard for the use of this kind of roofing material. Some of them found it easy to save a little money, as a badly put on roof did not show until after the weather had had a chance at it. As a result, manufacturers suffered from not selling as much material as they should, and the public suffered thru not knowing how to get the best results from the materials. This, then, was a problem which advertising was expected to solve.

The firm finally conceived the plan of a standard method for laying tar and gravel roofs. The company consulted engineers and architects, and the best method and the proper proportions of materials were specified. The specifications sent out by this concern did not call for materials made by themselves. There were other materials on the market, but this company handled so large a proportion of the coal tar that it could afford to promote the entire industry. Further, the fact that the name of the company was put on the specifications would naturally suggest their products. Under this plan advertising was begun, not of any particular product, but of a *method*, calculated to result in a job. Architects and builders were quick to see the value of such a plan and to adopt it. A great improvement in the condition of the coal-tar roofing industry was brought about and an increase in the consumption of this kind of roofing material was immediately noticeable.

A recent tendency shows that some industries thru their national associations are beginning to advertise nationally. They wish to create public opinion in favor of a certain type of product or service and thus enable the local distributors or stations to push for direct sales.

The "Save the Surface" committee representing the Paint, Varnish and Allied Interests carries on a national campaign known as "Save the Surface and you save all"—Paint and Varnish. A typical example is shown on page 199. By this means the whole industry as well as the public generally have their attention drawn to the values of painting and varnishing.

Another example of this kind of publicity may be found in the advertising of the National Dairy Council. The latter, shown on page 200, is of special interest since the products in question are used universally.

13. *Change in the public's attitude.*—It is to be noted that the tendency to influence public opinion thru the columns of paid advertising is increasing. It is supplanting the more indirect way, noticeable a few years ago, of influencing readers thru the "news item" or "feature article" which have their origin in a bureau of publicity or in the publicity office of a business corporation.

The business man by his high-grade advertising has not only created an open mind toward merchandise on the part of consumers and dealers as such, but he



This curving shell broke because it curved around the joints and bolts. A clear coat of漆 through both of surface protection. Exposure would have meant break if the varnish had been kept well painted and varnished.

See the Ocean Committee

"Save the surface and you save all" - *Paint & Varnish*

It is unending to see the speed with which rust will live deep into a poorly protected steel-encased building. You will paint your steel building, of course. Be sure to keep it completely protected.



They Know at Hog Island

IMAGINE fifty ships building at once at the great Hog Island shipbuilding plant of the Government near Philadelphia.

Imagine the paint used on these ships—three coats all over, amounting to about 50 barrels to each ship. At the time this photograph was taken, 56 ships had been launched calling for no less than 1,400,000 gallons of paint. Many have been built since.

This famous shipbuilding yard, covering two square miles of ground and three times larger than the largest ever conceived before, makes many things, but nothing

more important than the value of surface protection.

All the vast expenditure for surface coatings and labor is not incurred merely to make these 7500-ton ships look well, although, naturally, that is one result. The main object is to preserve all surfaces against the sea, the storms and the cut of every climate into which the ships will sail.

It is a great example, but, after all, is the wonder of it (except its magnitude) any greater than the wonder of surface protection on your own property?

If you will keep the surface of your house,

your barn, your factory, your store, your city building, protected with Paint and Varnish inside and outside, you will keep it safe against weather and wear, almost for all time—a wonderful result for small expenditure.

Remember that wind, rain, sun, and often unseen, insect have surface protection. If they cut to be preserved in their original strength and beauty.

SAVE THE SURFACE AND YOU SAVE ALL

There's no thousand better ready to be called to you to see, showing how you can save money by having our famous Ingens, Solignum, etc., etc., etc., because the saving point of time, and cost. Send us this booklet. Address: The Ingens Company, Room 111, The Bronx, New York, N.Y.

THIS ADVERTISEMENT is based on the facts the Ocean Committee, representing the Paint, Varnish and Allied Industries, a bona fide group, taken as a whole, were the primary purpose of preserving and protecting and bettering the commercial products of the building, steel, cement and iron-ore and steel-ore, and their derivatives.

"SAVE THE SURFACE AND YOU SAVE ALL" - *Paint & Varnish*

WOOD SURFACES

PLASTER SURFACES

CONCRETE SURFACES

MANUFACTURED PRODUCTS SURFACES

METAL SURFACES

BRICK SURFACES

Creating public opinion in favor of the paint and varnish industries and giving local companies an opportunity for intensive sales campaigns

VIM DEFENDS ON VICTUALS

MILK

Both Food and Drink

Milk is not merely a delicious beverage. It is a food.

Nature combines in milk all the food elements your body needs. Some proteins, some fat and some carbohydrates. And some cream energy. And they are carefully balanced. So that you get the right proportions.

Amongst foods none can compare with delicious, sustaining milk. None are so easy to obtain. None so economical.

Fred. Koerner of Harvard says you would have to buy and prepare 4 pounds of beef, or 8 eggs, or 7 pounds of chicken or codfish to get the nourishment contained in a single quart of milk.

Milk is a concentrated food, you see.

Eat Less—Drink More Milk

Fresh milk is the ideal food for men and women who work with muscle or with brain—people who are down. Milk drinkers are always happy. They know that what one eats and drinks today is thinking and working tomorrow. Milk drinkers seldom overeat. They keep their bodies in fine physical trim. They are ready for emergencies. They heed the advice of great food specialists. Dr. J. B. Kellogg says: "Most people will find that they can reduce their daily rations by one-third, sometimes one-half, without any noticeable weakness."

For Young and Old Alike

Nature first gives the infant milk. Why ever stop? Why deny Nature? For the growing child, for the young man and woman, and for the mature years milk is a needed food.

Dr. W. J. Woodhouse says: "That improves complete digestion. Consider milk as the place of its best, slowly digestible foods. Use milk as a substantial part of your meal. Begin today to drink more milk. Teach every member of the family to know its value. Stop overeating. It saves calls the doctor."

When you come to drink more milk for every meal you'll know the real joy of living. Brain lag will be rarer. Bodily fatigue will disappear. Remember, good health is the foundation of all success. Milk points the way.

BUTTER

The 98% Food

Pure, golden butter, fresh and crisp, is the chief energy food.

Unfortunately, too many people think of butter as merely a spread for bread. They forget that butter is one of the foremost energy foods. 80 to 85 per cent of butter is pure fat-fat in the rarest form. Then there is mineral matter, for bone building. And some protein for muscle making and repairing.

Better come from cream alone, with salt ordinarily added. It takes the cream of 8 to 10 quarts of milk to make a pound of butter.

Practically No Waste

The stomach quickly absorbs butter—98 per cent of it. And it is the digested portion of what you eat that counts. Foods with excess waste in them are luxurious. But certainly not better. You pay for a pound of butter. Your body gets that pound. And uses it.

Butter is everybody's food. Food for the delicate and robust child. For the man who works the ridge or produces by brain work, for the sick and the well. For the rich and the poor.

Old fashioned, plain bread and butter has always been and always will be the Staff of Life. The combination is unmatchable.

Use Butter in Cooking

More butter in soup. Meat and fish braised in butter. Vegetables heavily buttered. Such are the practices of the housewife.

Consult cook-books, and you will find that the foremost cooks recommend butter in dough-making. Better prevent, rather than cure, butter rashes coming from using more butter.

You do more than derive more palatable dishes. The butter is absorbed into the foods. That increases their nutritive value. So there is no waste here. Commence now to use more butter. Give the children all the bread and butter they want. Force it on them, if necessary.

For remember, butter is concentrated energy. The body needs it.

And since butter is a concentrated food, it is most economical.

CHEESE

Compared with Meat

"So far as its composition is concerned, cheese is entitled to be considered as directly comparable with meat," says Dr. C. P. Langworthy, of the U. S. Dept. of Agriculture.

Then compare cheese with the 15 principal foods. You will find that cheese is first in food value per pound. It precedes meat, eggs, bread, potatoes and eleven others.

Cheese costs less than meat and these other foods. So there is no easier way to cut your food bill than by using more cheese. Old-world nations know its economy. They know its value as one of the most palatable, nourishing and delicious foods.

Highly Nutritious

Cheese is a highly concentrated food. It seems as if from over-lactation. It takes the place of milk, diluted food.

The sturdiest people in the world come from nations where cheese is a basic food—eat it three times a day.

Cheese has been one of the world's staples since the beginning of civilization. But in these days of sky-high prices it takes on a new meaning.

Nothing to Throw Away

You use it as it comes from the market. You squander no money for bone, gristle, skin or seeds.

Cheese is made from milk. When you read about milk in the first column you noted its food value. Then think of the food value of cheese. Compare its cost with other foods. In every pound of cheese you get the food value of about 3 quarts of milk.

Your cook books is full of recipes for delicious cheese dishes. They stimulate digestion. They add a zest to any meal. They help you add variety to your family table. They give your family more nourishment at less cost and trouble.

Commence to use cheese in place of heavier, less digestible dishes.

Remember that a diet is a better way than medicine and the laudanum.

Give cheese its rightful place. For cheese is a real food.

ICE CREAM

The Dessert Food

Ice cream contains more real nourishment than many of the dishes which you think essential and necessary. A quart of ice cream has the full food-value of one and a half pounds of round steak, or four pounds of potatoes, or eighteen eggs.

Delicious—Nutritious

Mothers now realize that ice cream is food for growing children. And no prominent part of a grown-up's meal, there are unmatchable food values in this combination of cream and sugar.

Dr. Woods Hutchinson, one of the world's greatest food experts, says: "A high place in the summer diet should be given to ice cream, ice puddings and frozen custards. Their combination of sugar and fat gives them high nutritive value, and they are readily digested by healthy stomachs, especially when eaten slowly, with plenty of good cold, house-made cookies or called 'crackers'."

So it is well to eat ice cream at lunch and at supper. It's just the thing, too, to eat between meals and before going to bed.

The Handy Food

You can get good ice cream at your nearest drug store. It is ready to eat, requiring no preparation. And in other daily products, there is no waste. Your body gets every ounce of nourishment you pay for.

Ice cream should not be added to the meal. It should be a part of the meal. Less bulky foods during the meal and a big, luscious dish of ice cream at the end is a saner plan. Ice cream is easily digested. It keeps the stomach in good order. It is so safe that it is often the first food allowed in convalescence.

As people come to know ice cream better and its real value as a food, more will come to it.

Begin eating more ice cream now. Substitute it for other foods. You will live better and longer, feel happier and stronger, earn more and spend less.

Send for the Dairy Menu Book. It's free, postpaid.

NATIONAL DAIRY COUNCIL

GENERAL OFFICES

CHICAGO, ILL.

This Council is composed of 100,000 persons, dairy cattle breeders and representatives of all allied dairy interests. Its purpose is to build a greater and better American dairy agriculture—resulting in improved milk and better food for all—to encourage every American consumer to buy a better appreciation (the European nations) as the best food value of dairy products. The Council believes its mission is permanent.

A wider use of dairy products on the tables and in the homes of our American homes will mean a healthier and cheaper diet nation. Our slogans are: "Drink and eat more milk." "Eat and use more butter." "Give your children the best." "Cheese is the staff of life of many nations, who eat it U. S. A. T." "Dairy products—palatable, nourishing, economical"—says Nature's best food.



Another example of advertising to create increased demand for nationally used products

has established advertising as the standard method of influencing public opinion in general. That educational copy predominates in all the different uses to which publicity copy is put, is significant of the present attitude of the public. The people desire to learn, and ask only that a good article, an enlightened policy, a sound platform, or worthy motive be honestly represented before it decides to buy or express its opinion.

REVIEW

For what general purposes is "molding public opinion" copy used?

What styles of copy are useful for this purpose and why?

Cite instances in your experience where advertising to mold public opinion could be of value to the advertiser.

What is cooperation advertising and how does it benefit the public and the advertiser?

What is the value of advertising like that of the anthracite coal operators before raising the price of the coal?

CHAPTER XIII

PREPARING THE ADVERTISEMENT

1. *Three parts of the advertisement.*—The first step in the preparation of an advertisement is to block out the idea. The heading for the copy is the first consideration; the second is the body; the third is the close.

2. *The heading.*—"What will most surely attract the attention?" is the first question that arises. The copy writer will need to divide this general question into a number of specific questions.

When it is decided whether the heading or "attention-attractor" shall be general or specific, the space it is to occupy is fixed by this decision. Usually the more general the heading the greater the space, compared with the body and close, which it should occupy. The more specific heading requires less prominence for the very reason that it is specific and hence more suggestive.

When the wording or illustration to be used as a heading is remarkably specific or striking, comparatively small space may be allotted to it. In the earlier history of advertising, the single word, "STOP!" in bold-face type was enough to attract the attention. This, however, has become hack-

neyed. News events are sometimes made to furnish a heading, tho these must be used with caution. They may attract attention to the heading only, but the function of the heading is to attract attention to the rest of the message as well.

After the advertiser has decided whether the heading is to be pictorial or text, or both, whether it is to be general or specific, and what proportion of the advertisement it is to occupy, he is free to take up the details of the body of the advertisement.

3. *The body.*—The principles laid down as governing the heading apply in many respects to the body of the advertisement, but they are modified by the difference in the purpose of the work to be done. The body is designed to *hold* the interest rather than to induce it, to tell the story rather than to set the reader to speculating on what the story is. But the same general questions must be considered: the space, the methods of display designed to retain attention, and the form in which the material is to appear.

Two tendencies are found regarding the amount of space to be allotted to the body of the advertisement. The first recognizes the competition of other advertising matter as of extreme importance and throws the emphasis on getting attention. The other tendency is to tell a complete story, even at the expense of the attention-attracting matter. These tendencies may be noted in advertising today by observing so-called publicity advertising that is de-

signed to interest as many readers as possible, in contrast with mail-order advertising. The publicity advertisements of Kellogg's Toasted Corn Flakes, brands of clothing such as Kirschbaum or Kuppenheimer, Ivory Soap and Kodak—all are devoted to attracting the attention, while the messages may vary from a few words to a few terse paragraphs. The advertisement of Adler-Rochester clothes, following, is a good example of this type. In mail-order advertising and in advertisements of both specialties and staples which have new features or uses, the stress is placed on the message.

4. *The close*.—When the advertisement has a direct close, present practices show uniformity. The tendency is to make the close of the advertisement exceedingly brief. Perhaps the phrase, "At dealers," is about as condensed as the directing message can be made. Even corner coupons are models of terseness. It is hardly possible to find a superfluous word in the following coupon, yet it forms a climax to the story told by the advertisement:

QUICK ACTION COUPON

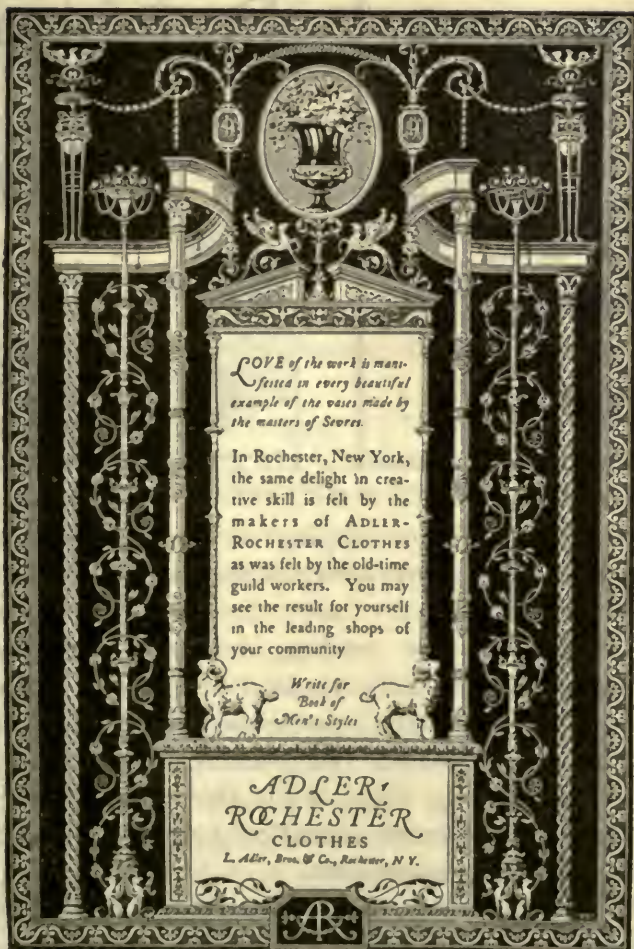
HALLET & DAVIS PIANO CO.,
145 Boylston St., Boston, Mass.

Please mail me at once full information about the
Virtuolo and address of nearest Virtuolo dealer.

Name _____

Address _____

5. *Importance of display*.—The importance of display in connection with an advertisement may be



In this advertisement the attention is secured thru the decorative nature of the design

Premium Bacon

Puts a new meaning
in the
"Good Morning" Meal

Swift & Company U. S. A.



Illustrating the effect in appearance of proper display

shown by noting what display does. Note as a contrast in display, the advertisements for Premium Bacon shown above.

In each case the reading matter is the same. Each occupies the same amount of space. Yet one presents an attractive appearance, while the other does not. One stands out because of its arrangement and pleasing form, while the other is hazy in its effect. One draws attention to itself; the other makes no definite impression.

The quality which makes the difference is termed display, by which is meant the form and general appearance of an advertisement. On the quality of the display depends much of the success of the advertisement.

There has been much discussion as to the relative value of form and subject matter. There must be subject matter, both to make the sale and for display.

All things considered, the advertising writer who thoroly understands display will write to conform to its requirements. Many writers find it possible to lay out an advertisement and then "think to fit the space." Others focus their thoughts on the subject matter first and then derive the display, a snappy headline, a novel arrangement, or a striking illustration.

6. *The inclosing shape.*—The first question to solve in determining the display is the form that it shall take. Commonly, some form of rectangle is the most practical and convenient. It is safe to say that there is scarcely a geometrical form which has not been used to define the boundaries of an advertisement. The circle, square, triangle, polygon, all have been used both singly and in many combinations. Shields, keystones, crosses and other symbolic forms are occasionally to be seen, tho now less frequently than in times past.

Usually the shape of the column or page to which the advertisement must conform gives the advertisement the form of a rectangle. The most pleasing rectangle is one whose proportions are 3 to 5, termed the "golden section" because of its artistic proportions. The Adler Rochester advertisement on page 205, is a practical example of the "golden section."

Borders or rules usually mark the limit of the inclosing shape of the advertisement. Marked exceptions are seen, however, in advertisements whose illustration is left without a border, the text only being bordered. This is a step out of ordinary usage, and its unusualness may prove an attraction, tho care must always be exercised in using such methods to attract attention.

7. *Size*.—It is a truism that “the appropriation, rather than art, governs the size” of an advertisement. Once the amount of the appropriation to be expended is known and the mediums decided upon, the problem of size is principally a mathematical one.

Small advertisements are usually measured in width by the single column, and in length by inches or lines. Larger advertisements are figured down to fourths or eighths on a page basis.

8. *Margins*.—The rules governing white space seem to be fairly well fixed. If the subject is one in which inherent interest is great, the advertisement may be “crowded,” particularly if the appropriation be limited. If artistic quality is desired, a wide margin for text and illustrations is well-nigh essential. One-fifth white space is considered desirable to produce a well-balanced advertisement.

Page margins have been reduced to mathematical proportions from which it is not desirable to depart. When pages face, the order of greatest margin for the left-hand page is, bottom, left side, top, right side.

For the right-hand page the order is, bottom, right side, top, left side. When pages are single, the order is commonly, bottom, right and left margins, top. In other cases, the custom of "sinkage" is observed. The extra margin at the head of a chapter, as in a book, is termed "sinkage." In some cases, a single page advertisement on a single sheet is sunk at the top to correspond with the book custom.

A page advertisement has, of necessity, the same margins as the periodical in which it is published. When the advertisement forms a part of a page—perhaps a quarter page in one of the standard magazines—the margin is important if a coupon is used. The coupon should always be in the outside corner of the page so as to be easily detached. If the advertisement is to appear in the lower right-hand corner of the right-hand page, the bottom and right side will adjoin white space. If it appears on the left-hand page, the coupon should be on the left.

9. *Selection and arrangement of material.*—Great care should be exercised both in the selection and the arrangement of the material comprising the advertisement. Violence in contrast, ugliness in shape and size, mark many badly constructed advertisements.

The other extreme is stilted preciseness of form, so that the advertisement has the effect of being mathematically correct rather than humanly and ar-

tistically appealing; such advertisements are often divided into sections exactly equal in area. Checkboard arrangement, once so common, lacks artistic appeal. Shapes and sizes should bear proper relation to each other; unequal masses are to be preferred to equal and, in general, arrangement should conform to universal principles of design.

10. *Appropriateness of illustration.*—Harmony is nowhere more desirable than between illustration and text. Pictures not only have high attention-attracting power, but they speak a universal language. If there is no harmony between the illustration and the text, the emphasis is thrown upon the illustration rather than upon the thing advertised.

The illustration, after having attracted the interest and held the attention, should divert that attention to the text. Close harmony between illustration and text, in fact, is the only assurance that interest in the thing advertised will not be diluted to an unfavorable degree, unless the text is more forcible than the illustration, which is not commonly the case.

The Stevens-Duryea Company advertisement on page 211, shows a well-harmonized combination. The general layout, the unusual style of illustration, and type used, all lend an impression of refinement and elegance.

Appropriateness may be evident in mechanical treatment as well as in correlation of ideas. Daintiness of treatment in the illustration normally indicates

The Influence of Craftsmanship



A HEALTHY discontent is the inspiration of all progress, for it stimulates better thinking, bigger doing and more courageous dreaming.

It is New England's creative discontent that has produced intellectual standards, an educational system, inventive genius and craftsmanship that are famous throughout America and the world. The same eternal search for a better way to do things has given us the telegraph, the cotton gin, the modern newspaper printing press, vulcanized rubber and a multitude of other epoch-making New England inventions.

Every New England factory where native craftsmen preserve the standards and traditions of their forebears exerts an influ-

ence upon American industry.

Not only have the men who build Stevens-Duryea Motor Cars, for example, helped to set the standard for motor car building, but their insistent call for the finest materials has stimulated workers in other factories to produce for Stevens-Duryea better than their previous best.

Thus the spirit of craftsmanship permeates every sphere of manufacturing activity with which it comes into contact. It carries a message of hope and encouragement to all those who are striving for a finer self-expression through the fruits of their brains and hands. It gives to America products which, like this car, represent ideals and standards that challenge the admiration of the world.

STEVENS-DURYEY, INC. CHICOPEE FALLS MASSACHUSETTS

Stevens-Duryea



This advertisement shows perfect harmony between the illustration, type and copy. The lay-out is attractive and compels attention, while the text supplements the theme of the picture

a similar daintiness in the product advertised. Slapdash or cartoon illustration best advertises goods appealing to men, such as tobacco, and articles used in sports. If the illustration has more intimate connection with some part of the text than with another, the use of connecting lines, arrows or darts is often favored. In some cases, loops are used with good practical effect.

11. *Importance of headlines.*—Whether or not an illustration is used to attract attention, the headline is of primary importance. If used in connection with an illustration, it must both attract attention to itself and divert the attention aroused to the body of the advertisement.

The headline resembles, in many respects, the title to an article or story. To meet the requirements of a good title it should have a point of contact, it should be the keynote of the story, arouse curiosity, and produce a vivid mental picture.

In advertising, the “teasing” headline is favored, expressed plainly in the clearest wording. Commonly it should be specific—applying to and designating *the*, not any *similar* product. “You pay nothing to try this razor,” might be made specific by saying, “You pay nothing to try the Auto Strop.” “Her House in Order,” suggesting a telling scene in “The Second Generation” to the literary reader, or the work of a skilled maid to the housewife, becomes more specific thus: “Your House Kept Clean the *Clean Way*.” “Columbia Orchestral Records—A Tri-

IN offices, clubs, homes, hotels and summer camps, the smartly styled Eversharp is seen in thousands of vest-pockets, purses and writing hands. Everywhere the beauty of the ever sharp and never sharpened pencil reflects good taste, good writing and the precision of Wahl workmanship. Its pocket clip or chain ring, plus handy eraser, adds to the convenience of its permanent point just as its point adds to the ease and neatness of writing. Make sure you get Eversharp—the name is on the pencil. In gold and silver, plain and etched—from \$1 upward Dealers everywhere.

THE WAHL COMPANY, Chicago

Exclusive Agents: 112 Broadway, New York City. Western Agents: 112 Broadway, New York City. London: 112 Broadway, New York City. Paris: 112 Broadway, New York City. Berlin: 112 Broadway, New York City. Hamburg: 112 Broadway, New York City. Frankfurt: 112 Broadway, New York City. Cologne: 112 Broadway, New York City. Munich: 112 Broadway, New York City. Vienna: 112 Broadway, New York City. Budapest: 112 Broadway, New York City. Constantinople: 112 Broadway, New York City. Bombay: 112 Broadway, New York City. Calcutta: 112 Broadway, New York City. Madras: 112 Broadway, New York City. Singapore: 112 Broadway, New York City. Hong Kong: 112 Broadway, New York City. Shanghai: 112 Broadway, New York City. Yokohama: 112 Broadway, New York City. Kobe: 112 Broadway, New York City. Osaka: 112 Broadway, New York City. Manila: 112 Broadway, New York City. Cebu: 112 Broadway, New York City. Batavia: 112 Broadway, New York City. Surabaya: 112 Broadway, New York City. Medan: 112 Broadway, New York City. Singapore: 112 Broadway, New York City. Penang: 112 Broadway, New York City. Malacca: 112 Broadway, New York City. Johore Bahru: 112 Broadway, New York City. Kuala Lumpur: 112 Broadway, New York City. Ipoh: 112 Broadway, New York City. Seremban: 112 Broadway, New York City. Port Klang: 112 Broadway, New York City. Teluk Anson: 112 Broadway, New York City. Teluk Anson: 112 Broadway, New York City. Teluk Anson: 112 Broadway, New York City.

EVERSHARP

Companion of the Temperate Pen

**WALH
PATENT**

Everywhere

Unique treatment, but interesting because it is consistently unique

umph" phrases specifically and tersely what is to follow, and is one of the best illustrations of relevancy of headline as it stands. "Take Elevator—Save \$10," advertising a clothing shop on the third floor is attractive since it has terseness and appeal and furnishes the right amount of information.

The characteristic that can least be spared in the headline is *point of contact*. The headline which has the power to recreate in the reader's mind some past experience and to insinuate that this past experience, if pleasant, may be renewed, or if unpleasant need never be repeated, is commonly the most telling.

12. *Proper phraseology*.—To every line of goods or products certain more or less definite terms which make for economy in expression can be adapted. A cash register, for example, can be described either as to construction or use by specific expressions arranged with almost as much precision as a formula. Tabular or outlined information, in fact, may be the basis of the points used in such an advertisement.

On the other hand, altho the product is a definite quantity, the reader is not. He may range from the ignorant man to the scholar, from the rich to the poor, from a low motive in life to the highest point of idealism. In general, the style best suited to the greatest number of readers is that which employs simple Anglo-Saxon words, comparatively short sentences, short paragraphs, and definite, concrete expressions.

13. *The key*.—The purpose of keying an adver-

tisement is to determine its pulling power. Most general publicity advertising is not keyed, while nearly all "get the order" and "get the inquiry" copy is keyed.

One method of keying is based on some variation of the offer, this being particularly applicable to advertising in periodicals. The seedman may offer a free sample of alfalfa seed in one journal, a sample of clover seed in another. Comparison of returns gives approximately the pulling power of each medium. For general use, nothing has been found more practical than to vary numbers, letters, or names. Where a firm occupies a building with several street numbers, a different number may be given in each medium. Frequently, wide range is permitted in the use of such numbering; some firms even use those outside the limits of their own frontage. Various letters of the alphabet, either singly or in combination, as "60B Grove Street," may be made to serve as keys. "Desk A," is a favored variant. "Address our Mr. Nye, personally," also serves as a key. Reference to a specific department may serve a similar purpose especially where coupons are used. One method followed is to use the word "Department" preceded by a descriptive name or followed by a number or letter.

14. *The coupon.*—In order to assure a large number of replies, a part of the advertisement may be devoted to making an "easy request." Analysis of sev-

eral thousand coupons, several of which are given on page 160, Chapter X, brings out the following facts:

(a) An imperative sentence or phrase, or one strongly suggestive, usually displayed prominently, separates the coupon from the advertisement proper. "Mail Coupon Today," "Mail This Coupon," "Mail for Trial Box," and the like, are among the imperative forms. "Better Protection Coupons," "The Way to Opportunity," "I Will Save You Money," are strongly suggestive.

(b) Simplicity is obtained by the use of a "boiled-down" request. "Please send me full information about —," "Send me without charge Moore's Modern Methods," "Send me book of 100 coupons for which I inclose \$2.50"—these requests are made as terse as possible.

(c) Obligation on the part of the inquirer is often waived. "Without cost or obligation," "Without obligation on my part," are telling phrases.

(d) Blank lines for name and address are more commonly provided than is the request made to "Write name and address in the margin."

(e) The lower outside corner of the advertisement is the preferred position. The ease with which the coupon can be clipped is the test of the place to be used.

15. *Grouping the elements.*—The three factors that make up the advertisement—heading, body and close—should be given prominence commensurate

with the work each is to perform, and should blend so as to produce a proper effect.

In preparing an advertisement the question arises, "What shall carry the main idea?" While each part should be subordinate to the general plan, one phase of the advertisement should present itself to the mind as a dominating factor. Obviously the most essential consideration is to get a working plan for the main idea, trusting that the remaining factors may be brought parallel to it in strength, thus preserving the unity of the whole.

16. *Fitting the advertisement to the medium.*—One of the difficulties of preparing advertisements is the necessity for producing copy that can be reconstructed. Give even an ordinary writer his choice of media and all the numerous advertising points of a proposition, and he may produce, with comparative ease, an advertisement which will be successful in the right medium. This, however, may be far from the ideal advertisement for all media. For instance, slang in *Atlantic Monthly Magazine* advertisement would be inappropriate, while this form of expression might prove very effective next to the sporting page of a newspaper.

The ideal advertisement, judged by the environment in which it must appear, should stand condensation, expansion, and modification to suit the demands of various media. A well-prepared advertisement on a subject of ordinary interest should be of moderate length, but at the same time it should be

capable of being condensed to suit the requirements of a street-car card or capable of being expanded to the limits of a small booklet.

A further requirement demands that the advertisement be adaptable to media either general or technical in character. A well-written advertisement of aluminum ware, for example, should admit of changes that will make it appeal to any one of various special readers. Such elasticity is possibly only when the advertisement is prepared according to correct principles.

REVIEW

In preparing an advertisement what three parts are of prime consideration?

What is the difference in meaning between the terms "display" and "copy"?

Of what importance are headlines?

What are the different methods of keying ads?

Why are coupons used? What are the main elements to be considered in preparing coupon copy?

What is meant by "grouping the elements"?

What principles should be kept in mind in the preparation of an advertisement?

CHAPTER XIV

LAYOUT OF ADVERTISEMENTS

1. *Object of layout.*—By means of the layout, the ideas in the mind of the person preparing the advertisement are given form. "Setting them down in the rough" shows the comparative worth of his ideas so that a clearer notion of their probable effect may be gained. In fact, the layout furnishes the first of many tests which an advertisement must undergo.

Layouts vary both in extent and in detail. In some cases, a few rough lines may constitute the "map" for the ideas; in other cases a particular worker may convey, by a detailed sketch, an exact representation of his finished advertisement. Such a layout may resemble the specification for a complicated machine. In ordinary practice, however, the layout merely covers the leading points of illustration, type-dress and stock.

The layout is designed to act as a guide for the mechanical preparation of the advertisement. It determines the appearance and, to a great extent, the effectiveness of the finished advertisement.

While the ultimate object of the layout is to provide the printer with specifications from which he can work with economy of time and labor, it is also valu-

Profitable Chucking Work - *24 pt clear base*

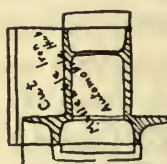
11 pt detail Roman

30 pt Roman

24 pt clear base



11 pt detail Roman



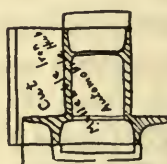
30 pt Roman



24 pt clear base



11 pt detail Roman



30 pt Roman



Profitable Chucking Work - *24 pt clear base*

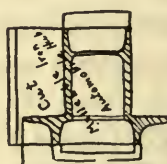
11 pt detail Roman

30 pt Roman

24 pt clear base



11 pt detail Roman



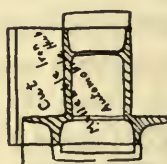
30 pt Roman



24 pt clear base



11 pt detail Roman



30 pt Roman



Profitable Chucking Work - *24 pt clear base*

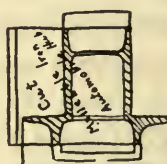
11 pt detail Roman

30 pt Roman

24 pt clear base



11 pt detail Roman



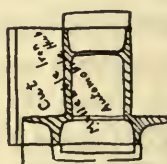
30 pt Roman



24 pt clear base



11 pt detail Roman



30 pt Roman



Profitable Chucking Work - *24 pt clear base*

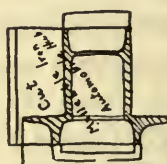
11 pt detail Roman

30 pt Roman

24 pt clear base



11 pt detail Roman



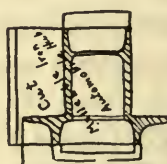
30 pt Roman



24 pt clear base



11 pt detail Roman



30 pt Roman



A rough lay-out of an advertisement ready for the printer

able as a means of discovering any faults of conception, design or proposed dress. If the advertising writer, the client, the artist and the printer all study the advertisement carefully while it is in the formative stage, there is little probability that any serious mistake will persist after the layout is made.

2. *Objects of display.*—The objects of display are (a) to attract and hold the reader's attention, and (b) to relieve the monotony of uniformity.

Advertising display is, however, more than mere relief from monotony. It aids in stimulating the mental processes which the advertisement wishes to induce. It helps to attract initial attention. Attention merges into interest, and as the display is necessarily the most prominent part of the advertisement, both indirect and direct suggestion stimulate the reader to act.

3. *The optical center.*—One of the first principles of book layout has to do with the optical center of the page. Usually, at the beginning of a book the title is displayed in a single line running across the page. This is the first consideration of the layout. For ease in reading, the title is placed slightly above the mathematical center of the page. .

The point at which the title is placed may be called the optical line. Its center is the optical center of the page. This point has not only the highest attention value, but from it as a center the question of balance must be determined.

4. *Balance in the layout.*—Frank Alvah Parsons,

in "The Principles of Advertising Arrangement," has the following to say about balance:

There are two types of balance recognized: first, the bi-symmetric balance, or the balance in which there is the same degree of attraction on either side of a vertical line thru the center; and, second, what is known as the occult balance, or a "felt" balance. Occult balance is that balance which is rather sensed than mathematically worked out. The bi-symmetric balance is simple, dignified, strong; the occult is interesting, more involved and more difficult to perceive and control.

In laying out advertisements, it is advisable to conform to recognized principles. The proper relation of cuts, type, type-masses and ornaments to the optical center should be determined. Equal masses should be caused to balance at equal distances from this center; unequal masses at unequal distances.

The proper division of the space in the vertical direction is the most important matter in securing balance. Advertisements should not be divided in the geometrical center but on the optical line. Balance on this line is more important than balance on the horizontal axis.

5. *Securing emphasis*.—Lack of balance gives a form of emphasis, but it is not always to be commended. The fact that variation from the ordinary is reasonably sure to attract attention often leads advertisers to depart from standard customs as a means of securing emphasis. The advertiser who has his advertisement set so as to read from the bottom up, employs difference to secure emphasis, but he soon dis-

covers that few will puzzle out what he has to say. Emphasis is properly secured by varying the following elements:

(a) Position. The advertisement itself or thru its parts may secure emphasis by means of position.

(b) Size. If the advertisement is of large size compared with its surroundings, it not only attracts attention to itself but it also has an opportunity to emphasize its message by completeness of copy and display. The internal elements of greatest importance, too, will receive the emphasis that comes from size.

(c) Shape. Either the whole advertisement or any of its parts may be emphasized by novelty of shape. Eccentricity in this respect, however, is usually purchased at the expense of sales value.

(d) Color. Strength or beauty of color emphasizes both the advertisement as a whole and its various elements.

(e) Motion. The entire advertisement may actually be in motion, as in certain electric signs or in moving displays, or motion may be indicated and the attention directed toward the element that it is desired to emphasize.

6. *Value of movement.*—So accustomed has the eye become to obey certain directions that it will obey those directions even if the command be made only in the form of suggestion. In reading, the eye is accustomed to move from left to right and downward, hence it habitually follows a straight or dotted line,

if the line runs in a direction corresponding to that of print. If emphasis be put upon the line, the eye will follow it no matter what its direction.

Another common tendency which the advertiser makes use of is to follow the gaze of a person looking in a certain direction. It is a matter of common observation that if one person in a crowd looks intently at an object or in a certain direction others will do the same. Thus the direction of the gaze as indicated by the way a person in an illustration is looking has the same effect.

In advertising language, this tendency of the eye to follow an indicated course from one point to another is called movement. It is induced by (1) direction of lines or dots; (2) direction of gaze; (3) direction of action.

Slanting lines suggest motion, while rest is suggested by horizontal and vertical lines. No matter how motion is suggested, the gaze should be directed toward some essential element in the copy. If the old, familiar "fist" is used, its forefinger should point to an essential part.

7. *Display type*.—The face of display type selected should be in harmony with the product or service to be advertised. It should be striking, without violating any of the laws of good taste. It should be legible. It should meet all the requirements of emphasis; both large and small lines should compel attention while retaining attractiveness and legibility.

When the display type has been selected its posi-

tion may be penciled suggesting the size of the type to be used, as shown in the illustration on page 220.

It is often desirable to pencil the entire headline in outlines that indicate the style of type to be used. If the headline consists of two lines of type, the second is usually made shorter, as this leads the eye toward the body of an advertisement and not away from it.

8. *Body type*.—The selection of body type is largely governed by the principles that govern display type. However, since body type is used to convey the greater part of the message, it must be of a style that will bear repetition. It must be so open and legible as to permit the eye to take in a mass of detail without growing tired.

The choice of experienced advertisement designers has led to the use of four general type faces which, in different sizes or modifications, have practically been accepted as standards in body type. These are Caslon, Scotch Roman, Cheltenham and Bookman.

9. *Illustrations*.—The mechanical treatment of illustrations in the layout depends, to some extent, on what is available for the purpose. Where drawings have been made in advance or are held over from previous advertising, it is possible to determine how they will appear in smaller sizes by means of a reducing glass. Where no illustrations are available, rough sketches may be made, either of the size in which they are to appear or larger. If a standard trade-mark is to be used, this is commonly available

in various sizes, so that a proof may be attached to the layout in approximately the same size as will appear in the advertisement.

10. *Borders and rules.*—When a border is to be used, the required effect may be obtained in the layout by roughly sketching it in or by cutting out pieces of a printed border and pasting them to the layout sheet. At times it is possible to have the border harmonize with the product, as, for example, a rope in a cordage advertisement.

11. *White space.*—It is generally admitted that an advertisement with plenty of white space attracts by its openness and that its message is easily read. Because some white-space advertisements take the form of paragraphs it is assumed by some that this type of advertising is easy to write. It takes as much time and skill to prepare a white-space advertisement as it does to prepare well-balanced display copy, because the copy writer is developing brevity as well as clarity in order that the reader may grasp the idea at a glance. The white space attracts the eye, and a person reads the advertisement before he realizes it. The advertiser who insists on returns from every advertisement and who keys his advertisements carefully, will want to make certain that white space enhances the value of the space that he buys. If he is a mail-order man, it is probable that the only white space he will favor is that which comes at the end of paragraphs where the lines are not complete. It will usually be found that for advertising in the mail-

order style, white space will be cut down to a minimum; for advertising in publicity style, white space will be largely used.

REVIEW

Explain the various purposes of the layout of an advertisement.

Describe the practical work of preparing a series of advertisements for a magazine.

How is balance obtained in an advertisement?

What are the means of obtaining emphasis?

Explain the value of movement and how the advertising man secures this advantage.

How and when is white space effectively used?

CHAPTER XV

BOOKLETS, CATALOGS AND FOLDERS

1. *Aim of booklets, catalogs and folders.*—The object of booklets, catalogs and folders is to present a complete description of advertised goods. They serve to answer the questions suggested in the limited space of the advertisement. They are less personal than the letter, which is usually unable to sustain the reader's interest for more than a few pages.

The extent to which this literature is employed depends largely upon the amount of supplementary advertising that is necessary. When the prospect has responded to the advertisement, it may be that a small four-page folder will fully answer his inquiries. In other cases a catalog of several hundred pages or a series of booklets and folders may be needed to make the sales offer clear and to connect the buyer's needs with the seller's goods.

Booklets, catalogs and folders aim to present in as concise form as possible, the various selling points of the goods or service offered, so as to make it easy for the customer to order. Prices may or may not be given in the body of these pieces of advertising matter; sometimes they are reserved for a special sheet or for a contract blank.

2. *Purposes of each form.*—The booklet is intended to give information and to inspire a desire for the goods; the folder is a modified form of booklet which serves practically the same purpose; the catalog informs and quotes prices. There is a definite and relatively restricted field for each. Yet each piece of advertising literature whether booklet or catalog should, as far as possible, be a complete presentation—a full sales talk in itself.

The booklet is capable of greatest variety, not only with regard to the subjects that may be covered, but also with regard to the method of presentation. It may touch upon the quality of the goods or service; it may treat of some related subject not necessarily allied with selling.

The “inspirational” style is peculiarly fitted to the booklet. The booklet, catalog or folder is usually demanded by market conditions. A new machine may have been added to the line manufactured, and a folder probably will serve to arouse interest in the work which the new machine performs.

The catalog is restricted normally to descriptions, brief explanations, prices and associated matter. The catalog calls for conciseness of description and for price quotations. It aims to give highly specialized information. It is the general salesman.

The folder, like the booklet, may be used to fill in any niche in the advertising. Its greatest value lies in focusing interest on the special product. It employs what may be termed the selling style—skilled

argumentation in the vernacular of business. It is, primarily, intensified selling talk. It is the specialty salesman.

3. *Color and typography.*—Booklets and folders permit the use of a wider range of colors for stock than do catalogs. Few catalogs may depart to advantage from the customary whites and creams. For the covers of booklets and catalogs, on the other hand, a fairly wide range in colors is permissible. Brown, tho relatively unattractive, has the merit of enduring much handling. A booklet in a dark brown cover does not soil quickly, while one in light gray will become dirty in a short time. In the selection of cover stocks, the sample books issued by paper manufacturers and jobbers, showing the stock in blank and as printed by the different processes, are valuable guides.

The typography of the booklet, catalog or folder should be of the simplest. People may not be anxious to read the message that the type conveys, therefore it should be presented in the most legible type faces. Caslon and Scotch Roman for light face and Bookman for a somewhat heavier face, are standards. Bodoni Book, resembling Scotch Roman, is a favorite. Kennerley has merit and is particularly suitable to booklets.¹

4. *Need for simplicity.*—The variety in form afforded by the printer's art has led to much that is bizarre and unattractive. The chief aim of advertis-

¹ For specimens of these types see Chapter XVII.

ing literature—to effect sales—is sometimes overshadowed by less important considerations of elaborate display. The skilled advertiser will hold to simplicity, because he knows that simplicity is most effective; the unskilled cannot hope for success if he violates this rule.

5. *Booklets.*—The make-up of booklets varies with the purposes for which they are used. Thus, a new company which seeks subscriptions to its stock, needs to place a great deal of information in the hands of those to whom the appeal is made. What is commonly taken for granted in connection with a successful company—financial soundness, reputation, general quality of goods or service offered—must be clearly demonstrated to the prospective customer.

The established company which has long marketed an extensive line of products is confronted by a different problem. A booklet of this sort may devote its subject matter concretely to a “trip thru the factory,” as does the Enterprise Manufacturing Company’s booklet, “Who Paid the Freight on Perfection?” It may take up a phase of a subject only remotely related to the product, as in the Waltham booklet, “Mental Nuts,” a book of 100 tricks and problems. The tricks appear on the right-hand page while the watch advertisements appear on the left.

Booklets similar to catalogs are often issued on the unit plan. A nationally known manufacturer may wish to feature an improvement in watches. His regular catalogs are already in the hands of his deal-

ers. Quick action is necessary to get the new article on the market. Since he markets thru the dealer, is a national advertiser and has many direct inquiries, his booklet must inform both the customer-inquirer and the dealer. In the next issue of the catalog, pages already used in the booklet may be incorporated.

To send a full catalog is often a waste of costly printed material and of postage. It may serve to confuse the customer, instead of focusing his attention upon the item in which he has expressed an interest. A booklet made up of pages from the catalog is usually better. If the direct plan of selling is employed, prices are always quoted; if the product is sold thru dealers, prices may or may not be quoted, but the reader is directed to call upon the local dealer.

6. *Catalogs*.—The preparation of a catalog requires definite knowledge not only of the goods, but also of book-making. If the business is a new one or the catalog is the first to be issued, even a simple matter like the determination of the size of the catalog page is of importance. Shall the finished book be built large so as to afford an opportunity for display or shall the page be small enough to let the book fit the pocket?

Since illustration is employed in nearly every catalog, the problem of making the text fit both the illustration and the page calls for careful preparation and measurement of copy. Consequently, catalog-building has become a skilled trade—in some respects even

an art—based upon a knowledge of both advertising and printing requirements and limitations. The importance of such knowledge can be surmised when it is realized that the catalogs of the big mail-order houses run well over a thousand pages each and as many as eight million copies a year of some of them are distributed. The first step in catalog-building is the preparation of a typical or “style” page. The copy is prepared, laid out, the type set and proofs taken. Details are studied and costs are figured. If satisfactory, the “style” page may be taken as a standard; if unsatisfactory, other pages may be prepared until one is found that meets the various requirements.

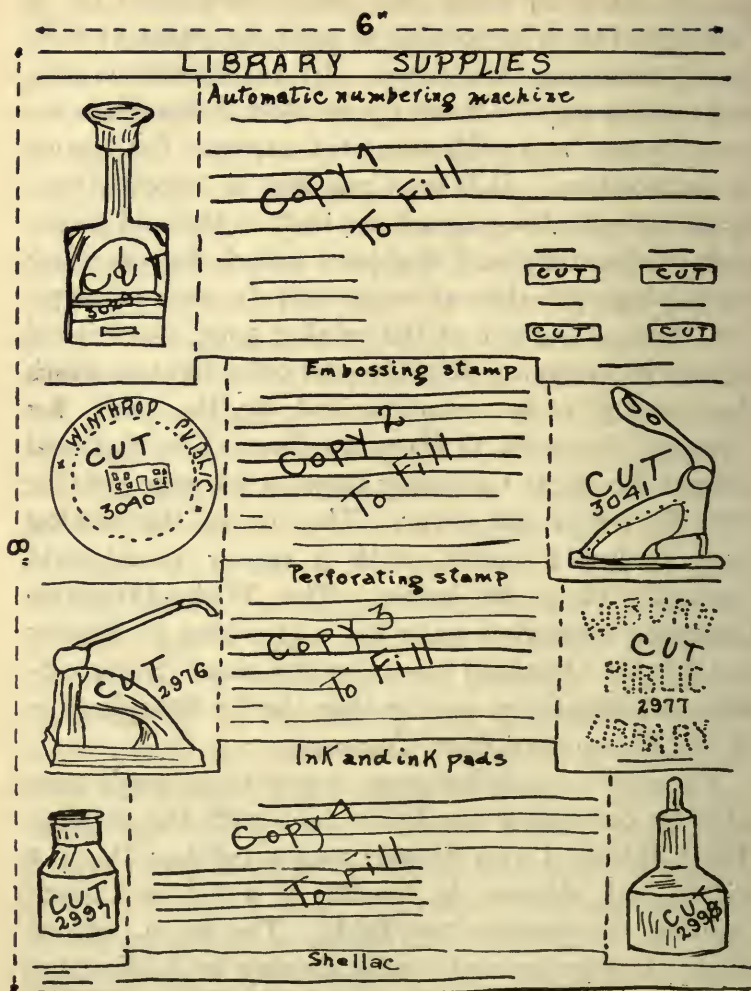
7. *Layout*.—The illustration on page 236 shows one of the modern methods of laying out a catalog. On page 237 is shown the final form. The position that the printed matter and illustrations are to occupy on the page is important, and must be indicated as early in the preparation as possible. To aid in the planning of the catalog and particularly to indicate where various sections of copy are to appear on the printed page, a key or layout page is used to indicate the arrangement. For example, when four groups of copy make up the catalog page, these are numbered from 1 to 4. Corresponding numbers are placed on the key or layout page, indicating the exact place the copy is to occupy. This makes it possible for the pages to be made up as fast as the type composition is finished.

When a catalog is built on the unit plan, special

care is taken to make each page complete, i. e., a "unit" so that it is possible to shift the pages at will, merely changing their folios. In this manner, a special catalog may be made up on short notice from selected pages and with no extra expense for layout or composition. It is even possible, in technical catalogs, to make the pages loose leaf, so that old pages may be discarded and new ones added, thus keeping the catalog up to date at comparatively small expense.

8. *Size*.—The size of the catalog page is governed largely by custom within the particular field in which the catalog is to circulate and by the need for "spreads" in order to show the line. The National Veneer Products Company issues a 16-page catalog with fly leaves and cover. The size of the catalog page is 9 x 12 inches, with a center double-fold "spread" 12 x 36 inches. The Willys-Overland Company requires a page $8\frac{1}{2}$ x 11 inches to display suitably the Overland line of motor cars. Stove catalogs are usually no smaller than the 7 x 10-inch page of the Kalamazoo Stove Company.

The use of a smaller page is sometimes made possible by combining the folder idea with the catalog. The Coldwell Lawn Mower uses a catalog $7\frac{1}{2}$ x 4 inches, but obtains the benefit of a $7\frac{1}{2}$ x 12-inch "spread" by making two folds. The E. A. Strout Farm Agency secures a wide display by folding the 9 x 12-inch pages so as to take a 6 x 9 cover. This makes a book that fits easily into the pocket, yet retains its impressive size and affords room for display.



The rough lay-out of a catalog page

LIBRARY SUPPLIES



Automatic numbering machine

For registering the accession number in books or on cards; for numbering papers, reports, letters, etc. The figures shift automatically, and can be changed from consecutive to duplicate or continuous numbering by moving the pointer on the dial. The 5-wheel style E figure stamp is most used, and this style will be shipped unless otherwise specified.

Cat. no.

- 1310 4-wheel, 1-9,999
1311 5-wheel, 1-99,999
1312 6-wheel, 1-999,999
1313 7-wheel, 1-9,999,999

STYLE A

12345

STYLE E

12345

STYLE F

12345

STYLE G

12345

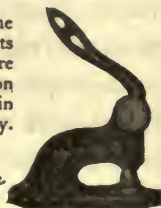
Actual size of type

Embossing stamp

For marking the name of the library on the pages of the book, on plates, maps, and inserts not printed on the regular forms and therefore liable to be removed. It is impossible to iron out its impression. We recommend plain gothic letters for name and location of library.

Cat. no.

- 1320 Stamp with straight line lettering or circular die
Prices for special design (note illustration) on request.



Perforating stamp

Makes an absolutely indelible mark by perforating the leaf and avoids increasing the thickness of the book or marring the surface of a plate or drawing.

Cat. no.

- 1321 Stamp with 26 or less, straight line letters

*Actual size of perforation*

Ink and ink pads

Excelsior ink and stamp pads are furnished in six colors: red, blue, green, carmine, purple, and black. When ordering specify color desired. Special ink for metal letters is furnished in black, red, green, purple, and blue.

Cat. no.

- 1325 Excelsior ink stamp pad (2½ x 4½ in.)
1326 Stamp ink, for rubber stamps. One oz. bottle
1329 Special ink for metal letters for numbering stamp.
1328 Higgins' black India ink.
1327 "Thaddeus Davids" gold lettering.
1329 "Thaddeus Davids" white lettering



Cat. no.

- 1390 White transparent shellac for varnishing labels on backs of books. Half pint cans.

Shellac

[35]

The finished page, a complete unit that can readily be shifted to any part of the booklet

9. *Quoting the price.*—Some catalogs quote price immediately after the description; others have a price list as a separate and distinct feature of the catalog; while still others use the catalog purely for description and quote prices in the accompanying letter or separate literature.

A modern method which is coming into general use where large catalogs are used is that employed by the Kalamazoo Stove Company and other companies which “pay the freight.” The catalog is prepared, giving a full description of each article carried. Price quotations are placed in a supplementary price list in the back of the book, and these make it possible for the customer to see immediately what his expenditure will be for the goods. Different price sheets are printed, so an inquirer from any locality can be quoted prices on the entire line.

This method of having a separate price list permits the catalog to be used longer than when prices are given after each article. No matter how prices vary, the descriptions are not affected; a new price list will cover the changes that occur.

10. *Folders.*—Because they may be prepared quickly and printed rapidly, folders are frequently used to advantage.

Advertising literature, other than folders, must conform to certain more or less definite standards in size. Folders have no such restriction. Occasionally some advertiser asserts his freedom from convention-

ality by putting out a circular—oval, round or irregular in shape; but the majority of folders of all sizes are rectangular.

The “big display” of the folder is usually made by the “spread.” Whenever space from facing pages is available, the use of the “spread” is made possible. Folders make the “spread” available wherever desired. One entire side of the sheet may, if desired, be used for a single display.

Their relative freedom from restrictions, their adjustable size and the ease with which they permit striking displays to be made, account for the increased use of the folder, particularly in direct advertising.

11. *The dummy*.—The catalog frequently calls for a dummy covering practically every detail. The skilled catalog preparer thoroly realizes that it is much cheaper to work with pencil and paste than with types. This being the case, he uses every available “short cut” to make as many of the necessary changes as possible in the dummy and as few as possible in the type-form.

In laying out a folder, the form of the fold and the succession of the type-forms leading up to the spread, when there is one, must be considered. Hence the dummy also becomes an important aid in the preparation of folders. The layouts shown on pages 220 and 236 illustrate the method used in preparing any layout.

If a return card is to be used, this may be attached

to the folder by inserting the corners in slits cut for the purpose or it may be a perforated part of the folder.

In preparing a dummy for a booklet, sheets of the stock selected are folded to the proper size. The folded sheets are pinned, stapled or stitched together approximately as in the case of the printed booklet. If headings are to be used, these are indicated throughout the pages. The illustrations are indicated either by rough drawings or by "tipping" or pasting proofs of cuts on the pages to be illustrated. The cover, cut from the stock to be used, is added. The completed dummy gives an exact idea of how the booklet will look when finished, and furnishes, when specifications are added, a simple guide to the printer and binder.

In the catalog, the page is the dummy unit. Illustrations are carefully indicated on each page. The space, in terms of the number of words, is exactly figured so that the type will neither fall short of nor exceed the space allotted. By the use of style pages, the most complicated layouts may be indicated with clearness and precision. If desired, the entire book may thus be assembled in blank page form.

REVIEW

Make a list of the relative advantages of the booklet, catalog and folder. What is the purpose of each?

What considerations should govern the size of advertising literature?

Which of the three forms lends itself most easily to variety in the presentation of subject matter?

What things must be kept in mind when preparing the catalog?

What is the best way to specify prices in a catalog? Is the matter of size of importance considered from the point of view of selling quality?

What consideration should govern the preparation of a folder to advertise a new electrical device? How would you go about preparing a dummy for a folder of this sort?

CHAPTER XVI

DRAWINGS AND REPRODUCTIONS

1. *Value of illustrations.*—According to an old Japanese proverb, “a picture is worth a thousand words.” In the early days of advertising illustration, an untrained person could produce a picture which, tho of slight artistic value, had attention and interest value because of its novelty. Today, however, art as well as copy demands greater technical skill and more care in expressing an idea in order that it may carry a definite message.

The rapid multiplication of illustrations and copy would be impossible without the aid of modern duplicating methods. Obviously, the advertiser who understands how his illustrations can be reproduced to the utmost advantage is best able to judge the power of his copy.

Because of the great importance of art in modern advertising, advertisers often go to great expense in obtaining suitable work. Art filing systems as well as art reference libraries are being introduced. The American Lithograph Company has been twenty-five years in collecting its reference data. One advertising agency has files of about 7,000 clippings under such headings as babies, automobiles, city scenes, and

more than one hundred other subjects. It has samples of the work of more than six hundred artists, whose names are filed and cross-filed under various headings to show the kind of work they do, together with price quotations and time requirements.

2. *Tendencies in advertising art.*—There is a strong tendency among modern advertisers to employ artists of note to do the illustrating. This began when Sir John Millais' picture "Bubbles" was sold to the proprietors of Pears' Soap for £2,200. Artists of reputation had always refused to do advertising work before this initial consideration of commercial art in a more favorable light. Many advertisers demand that the artist "sign" the picture while others feel that this detracts from its advertising value and prefer to omit the artist's signature.

3. *Styles of art.*—In the matter of illustration, favorable effect is the advertiser's ultimate aim. The means of pictorial representation are the line, the dot, the tone, the mass, the drawing, the painting, and the photograph.

4. *The line.*—A satisfactory effect is most simply and easily secured by the use of the line. The line-drawn illustration is easily reproduced, and generally retains its individuality and charm in print.

John W. Harland, in *The Printing Art*, says:

First, line is able to give the proper weight and force of expression necessary in depicting the exact shade developed by Nature in her balance of light and darkness.

Second, line is capable of expressing the perspective of all



"Bubbles"

The celebrated painting by
Sir John Millais, R. A.
President of the Royal Academy.

In the possession of
A. & F. Pears, Ltd.

All Rights Reserved.

Good Morning, Have You Used Pears' Soap?

Whenever you hear that old familiar hail, think *why* Pears' is the perfect toilet soap.

It is because Pears' is the result of more than a century of experience in soap making. The purest materials are skilfully and carefully blended into an exquisite soap—matchless for the complexion. And then Pears' is *aged a year* before it is sold. This improves the quality and removes all moisture. That is why Pears' is so economical.

Millions of people prefer Pears' Soap. They will have no other kind.

AT YOUR DEALER'S—15c a cake for the unscented; (\$1.50 a box of one dozen). 20c a cake for the Glycerine Scented; (51c for a box of 3 cakes).

4c in stamps brings you a Test Cake of Pears'

Walter Janvier, U. S. Agent, 419 Canal Street, New York City

In this advertisement a masterpiece costing £2,200 is used for an illustration, adapting the subject to the product, "Pears' Soap"

surfaces, and of producing on paper the effect of atmosphere, often called *chiaroscuro*, or aerial perspective.

Third, line affords the best possible means of representing "texture," i.e., the substance of the surface itself.

5. *Stipple, tones and masses*.—When dots instead of lines are used, the process as well as the effect is called "stipple." Stipple effects are much used in clothing and furniture advertisements. The tintograph or "Ben Day" process has given stipple a prominent part in the production of tints in advertising. The use of tones of varying intensity is a third means employed by the artist. The brush is obviously a more effective tool to use than the pen for work of this kind. We shall in a few minutes consider wash drawings as a means of securing tones. The use of mass is seen in the silhouette and half-silhouette.

6. *Pen drawings*.—In the hands of a skilled commercial artist, the pen is a most effective instrument. With it, the entire advertisement may be produced.

Pen drawings are usually well adapted for all advertising purposes. The mechanical processes favor the pen-drawn line. Lines can be reproduced exactly, and the contrasts and shadings of the drawing are truthfully reproduced in the zinc etching.

Pen drawings are not successful in reproducing intricate patterns or pictures with a great amount of detail. Where detail rather than mass is desired in the illustration, photographic illustration is usually preferable. The alternating black and color pages of the mail-order catalog illustrate this point. Car-

pet. sundries, stair rods and the like are pen-drawn, whereas rugs are photographed from the originals and reproduced in color.

7. *Wash drawings*.—When a photographic effect is desired a wash drawing often gives most satisfactory results, since it reproduces not only blacks and whites, but intermediate tones. Such drawings are in some respects superior to photographs. Details which have selling quality may be given the right degree of emphasis, perspective may be rightly represented, and backgrounds may be added or taken away. The texture of a filing case, a piano or a chair having massive lines may call for this form of reproduction. The wash drawing is often preferred as a matter of economy, since the desired effect may be secured more easily in wash than in a retouched photograph.

8. *Oil paintings*.—Recent developments in color-printing have created a growing demand for “copy in color.” The direct color-photograph is sometimes too faithful a likeness of the object. The oil painting, when correctly executed, makes ideal color copy. The cost of good oil paintings and the time required for successful execution necessarily restrict their use.

The Liggett and Myers Tobacco Company, in its reproductions of paintings in Fatima cigarette advertising, employs paintings of distinct artistic value.

9. *Retouched photographs*.—The camera makes no allowance for poor or unequal lighting. Some color values it fails to bring out; others it indicates wrongly. A commercial photograph as received from the pho-



FATIMA may never become the only cigarette smoked by keen, substantial men of this type. But you will find that Fatima has already become more popular with such men than almost any other cigarette. This is because men who

choose wisely want a SENSIBLE cigarette—a cigarette that is cool and comfortable to the tongue and throat and that leaves a man feeling "fit" and clear-headed even though he may smoke more often than usual.

Liggatt & Myers Tobacco Co.

FATIMA

A Sensible Cigarette

Effective use of the oil painting gives a dignified appearance to this advertisement, and lends a sense of distinction to the Fatima cigarette

tographer nearly always needs to be retouched. Such retouching to bring out contrasts and add detail has been brought to a high degree of perfection.

10. *Sources of art supply.*—The advertiser may procure his illustrations from several sources. These include the art department of an advertising agency, a commercial studio, a “free lance” artist who is trained in the business requirements of art work, the art departments of photo-engravers, the art departments of some periodicals and newspapers, and the stock-cut organizations that supply ready-made cuts.

11. *Kinds of engraving.*—There are three general methods of engraving. The first employs raised characters; the second makes use of surface characters; while in the third the characters are sunken. All engraving is done by one of these three general processes or a modification of any of them.

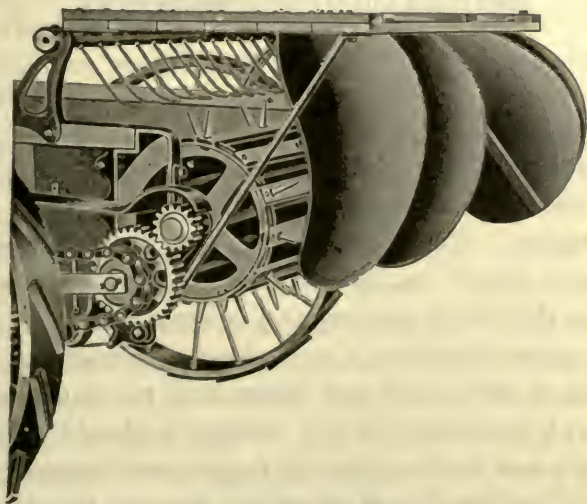
Printing from raised characters is the oldest method. The parts that are not to appear are cut away or kept below the printing surface. The line cut and the halftone plate exemplify this type. Surface printing is used mainly in lithography. A plain surface may be made to “take ink” in one place and “refuse ink” in another, by special treatment. When paper is impressed upon the surface that part which is inked prints, leaving the rest of the sheet blank. The third or sunken character processes are copper-plate engraving, photogravure and rotogravure.

The advertiser is necessarily concerned with the relative advantages of the various methods of engraving.

ing. On a catalog run he may use zinc etchings, halftones or wood cuts or lithographs thruout. For the covers of the book he may use any of these varieties of illustration or one of the embossing processes.

12. *Wood cuts.*—Wood cuts were made when printing was first invented. Playing cards and religious pictures were cut on wood as early as 1400, and advertisers used wood cuts up to about 1890. Recently wood engraving has regained some popularity. (See the example illustrated on page 211.) The cost of the engraving is relatively high, but the printing costs no more than letter press work.

The accompanying reproduction of a wood engraving, shows the present-day use of the wood cut process. The varying textures and surfaces are



Example of the use of a wood cut.

brought out by differing methods of lining and dotting.

13. *Zinc etchings*.—In the process of zinc etching, the copy is photographed and the negative is made on glass. The developed film is toughened, removed from the glass and remounted in reversed position on another glass. A zinc plate, having one surface highly sensitized, is clamped to the glass negative. Light, either from the sun or from an electric arc, is



A good type of zinc etching

applied to print the photographed copy on the zinc. Ink applied to the plate adheres only to the exposed parts, the remainder coming off after a bath in running water. After drying, a red powder termed “dragon’s blood” is dusted over the plate; this adheres to the inked portion and is brazed on it.

The actual etching is now done. Immersion in a solution of nitric acid and water cuts the zinc, except where it is protected by the “dragon’s blood.” After the plate has been subjected to the mechanical processes of “routing,” and mounting to type height, it is ready for use.

Zinc etchings may be prepared from any copy made up of solid lines, points or contrasting surfaces. Wash drawings, photographs or copy containing color tints cannot usually be reproduced by the zinc etching process. Pen drawings in black india ink on white paper furnish the best copy. Comparatively cheap stock may be used in printing such line cuts, particularly if the artist has been instructed to make the drawing "open," so that the cut will not blur on long runs on cheap paper. The cost is lower than for half-tones.

14. *Half-tones*.—Half-tones stand at the head of engravings for most purposes—for catalogs, booklets, circulars and advertisements in mediums of the better class. The half-tone can be made to print on any stock which has a fairly smooth surface and can be used for color-work. The cost is reasonable. A relief-plate, photographically made on metal, in which the printing surface is made up of a regular series of small dots, or a grating of fine lines in white, is called a half-tone.

Half-tone plates are produced as follows: The copy is photographed thru a screen or glass, marked by cross-lines meeting at right angles. The lines are opaque; the squares transparent. The photograph, therefore, is taken thru the transparent squares. An enameled copper plate is printed as in the zinc etching process. The plate is placed in a bath of perchloride of iron which eats away the coating of the plate that is unaffected by the lines and dots produced

by the screen. A proof is then taken, and further etching may be done on parts of the plate by using the perchloride again. Hand-work, somewhat after the manner of wood engraving, may be done if a particularly fine plate is desired. Mounting, commonly on a wood base, completes the process.

Most half-tones are made from retouched photographs. Wash drawings, pen, pencil, crayon or charcoal drawings as well as paintings in color are reproduced accurately by this method, as has been done in a number of instances for this volume.

15. *Importance of the screen.*—The screen is a clear plate of glass ruled accurately in two directions with lines at right angles. The light cannot pass thru the lines of the screen, but filters freely between them and registers on the plate. The result is a series of light and heavy dots, bringing out in detail the shading in the photograph. Screens are named according to their number of lines per inch. The coarser the screen the lower the grade of stock that may be used in printing. If a half-tone is to be printed in newspapers or on a similar grade of stock, 65-line to 85-line screen may be used. If the paper is of a better grade, 100-line screen; for the ordinary fiction magazine, 120-line screen; for booklet work on fairly good, coated paper, 133-line screen; while for the best results on very fine grades of paper, 150 or even 175-line screen is employed.

The following plate shows different screens from

65 to 175-line. It should be noted that the finer the screen the greater the detail which may be secured.

16. *Lithography*.—Lithography, printing from specially prepared stones, is useful to the advertiser chiefly in the production of letterheads, catalog and booklet covers, and in reproductions of pictures and designs in color. The unit cost is rather high on short runs, but low on long ones. The range of usefulness is narrow, but the process is capable of fine results. It comes into competition, in single-color work, with engraving and embossing, and in multi-color work with the other and later color processes.

Lithographic stone of the best quality is procured from Bavaria, tho the United States furnishes a large part of the supply. A grained stone is used to give a stipple effect; the ordinary sharp line of lithography requires a perfectly smooth surface. The printing surface is washed with a solution of nitric acid and water, which roughens the stone where there is no design.

17. *Hand-made engravings*.—To the experimental work of Finiguerra, an Italian goldsmith, the world owes the art of engraving on copper. The process was invented about 1460, and copper was used until the beginning of the nineteenth century when steel was generally substituted.

The printing is made from sunken characters, cut into the copper or steel plate, usually by hand. In some cases, machines are used for cutting or tracing



120 LINE



MEZZOGRAPH



100 LINE



175 LINE



80 LINE



150 LINE



65 LINE



133 LINE

THE SELECTION OF THE PROPER HALFTONE SCREEN PREPARED BY GATCHEL AND MANNING, PHILADELPHIA

the characters; in others, chemical processes are used. In printing, ink is applied to the face of the plate. The sunken parts become filled with ink, and retain enough to bring the characters level with the surface of the plate. Any ink adhering to the smooth surface of the plate is carefully removed. The plate and the stock on which it is to print are forced between two rollers, one solid, the other covered with woolen cloth or a rubber blanket. The stock-paper or cardboard is forced into the depressions of the plate under the pressure of the meeting rollers and comes from the press printed and embossed. In the best work the embossing is plainly marked, owing to the depth of the incisions and to the heavy pressure applied. In cheaper grades of work, the embossing is comparatively slight, but the ink has a peculiar raised effect which distinguishes it as "engraved." Steel and copper plate engravings are of limited utility. The latter are employed chiefly for conventional announcements and cards. Copper plate is frequently used to announce an offering of millinery, furs, jewelry or other high-grade goods. Stationery of high grade is printed from steel engravings.

18. *Ben Day process*.—By the use of a sheet of celluloid having a raised design, known as a Ben Day screen, it is possible to introduce the pattern of the screen into any part of the engraving. The parts of the negative that are not to take the pattern are protected by being treated with a liquid resistant to the ink. By this means artistic shadings may be intro-

duced into a line cut or a zinc etching. When the different shadings are put on separate plates, this process makes zinc etchings available for a wide range of color work.

Many Ben Day plates closely resemble hand stippling or line work. The Kelly-Springfield advertisement, on page 257, uses the Ben Day process.

Electrotyping.—Where forms cannot be printed as soon as made up, or where permanent plates are wanted, any form, cut or plate may be duplicated as many times as needed. By means of the electrotype, an advertisement may be reproduced and distributed to all the periodicals in which it is to appear; thus insuring uniformity of display and clear printing.

The ordinary electrotype is wax-molded, the mold being dusted with graphite and submitted to electrolysis. The resulting film of copper is backed with lead. So-called nickel types, or nickel-plated electrotypes, are used on long runs and in some color printing. They may be used with any colored ink without disintegrating, thus preventing the color change that takes place in some inks when the printing is done from a copper electrotype.

20. *Stereotypes and matrices.*—Stereotyping is the process employed in many newspaper offices to duplicate forms. Advertisements in the larger newspapers must conform mechanically to the restrictions of the stereotyping process. In general, body-type smaller than six point should be of an open face; cuts should be free from minute detail, and no half-



"You've come all the way from New York to San Francisco without a blowout? Those must be some tires you have!"
"They are, Kelly-Springfields, you know."

Showing the effective use of the Ben Day process in illustration

tones and finer screen than 80 to 100-line are adaptable.

The method of stereotyping is simple. A sheet of thick, porous paper is forced into the type upon the face of the form by means of a brush or roller. After being dried the impressed sheet, called the "matrix," is placed in a mold and molten type metal is poured in. If the plate is to run on a rotary press, the mold is curved to conform to the curvature of the press cylinder.

When an advertisement is to be run in a number of newspapers that have stereotype foundries, it is more economical to forward the papier-maché matrix than the plate itself. Even a large matrix can be mailed at first-class postage for a few cents.

21. *Mechanical processes.*—In the various modern methods of reproduction, certain mechanical processes are constantly employed.

"Stripping" enables the operator to join parts of different photographs or drawings into one cut or to combine photo-engraved and etched surfaces. In stripping, the film is removed from the glass plate to which it was originally attached. The stripped film can then be trimmed and placed where desired.

An engraving or other picture having a background that shades off gradually into the surrounding white space is termed a "vignette." Vignetted half-tones are difficult to print, especially on a platen press, as the shading tends to cloud under heavy impression, while a light impression gives only a shad-

owy effect. This difficulty is overcome by using the silhouetted half-tone, made possible by the "routing" process.

Routing consists in cutting away those parts of an engraving that are to be below type height. Often it is necessary to rout blank spaces deeper so that they will not smudge the paper in printing.

Reverse cuts are those in which the impression is exactly the reverse of that in the drawings, that is, the right side of the copy becomes the left side of the cut. This permits figures and faces to be turned to suit the page of the publication upon which the advertisement is printed. This result is obtained by the simple means of turning the film over before applying it to the metal that is to be etched. The term "reverse" is also applied to plates in which the blacks and whites are reversed.

REVIEW

Describe the different forms of originals from which reproductions can be made and explain the advantages of each for special purposes.

Distinguish between zinc etchings and half-tones and describe the methods by which each is produced.

What is the Ben Day process?

How is the reproduction affected by the processes of electrotyping and stereotyping? By the kind of paper used?

CHAPTER XVII

PRINTING ART IN ADVERTISING

1. *Relation of printing to advertising.*—Except for a small amount of word-of-mouth advertising, printing must be relied upon to deliver the advertiser's message. Without some mechanical means of multiplying the written message, extensive advertising would of course be impossible.

In view of the practical importance of the subject, the advertiser should possess a fair knowledge of the work that can be performed by printing processes.

2. *Standard flat-bed press.*—Inasmuch as the printing art, as applied to advertising, embraces a variety of processes, it is well to note a number of the methods and processes to which a piece of copy may be subjected before it is permanently embodied in print.

Many presses now in use retain the flat bed. Platen presses bring the type against a flat bed; cylinder presses rotate a cylinder against a flat form. The rotary press commonly used in newspaper offices departs from the use of a flat bed by employing a curved form that rotates with and against the impression cylinder.

3. *Offset process.*—The tendency of ink to transfer under pressure is the basis of the so-called "offset" process—one of the later developments of the print-

ing art. The plate with the form to be printed does not meet the paper directly. The impression is made on a rubber roller and transferred from this to the paper.

By means of the offset process, rough papers, such as those with "antique" finish, may be used as readily as smooth papers. This is of particular advantage in the printing of half-tones. Reproduction of delicate shades of color is also made possible by this process. Admirers of the offset process claim for it superiority over lithography in the production of soft yet distinct color effects.

Since offset work requires special plates, entailing a high cost, it is not practical for short runs. For large runs, the rapidity with which the work can be turned out greatly reduces the unit cost.

4. *Multicolor process*.—The multicolor process is based on the theory that any color may be produced from the three primary colors—red, yellow and blue—singly or in combination. Three plates, each carrying one of these colors, are used, one after the other; the resulting picture will contain nearly every variation in colors.

It was found that the three-color process could be improved by the addition of a fourth plate carrying black. This is especially advantageous on long runs, since it permits more rapid printing and imperfect register is less apparent than when but three plates are used. The paper is fed from rolls thru the cylinders; inks of the desired colors are fed from differ-

ent fountains and distributed by individual sets of rollers, each color going to its appropriate form.

The colored covers of most of the monthly magazines are familiar examples of multicolor presswork. Many catalogs, printed in one and two colors, carry inserts in multicolor.

5. *Lithographic printing*.—Lithography in colors calls for great exactness in execution. Not only must the presswork be accurately done, but the colors must be chosen with the eye of the skilled artist. In lithography a satisfactory effect is seldom obtained with three or four colors, as is the case in other color processes. In the finer grades of lithographic work, ten or more impressions are necessary.

Lithographic printing is commonly done on a press similar to those on which printing in colors by other processes is done. The stones holding the impressions are first dampened and then inked. The ink-rollers have a calf-skin surface instead of one of glue composition. For each color desired a separate stone is used.

6. *Photogravure*.—Work of distinctly artistic value can be done in photogravure. In this process, an intaglio printing plate is used. This plate carries no sharply incised lines, but is marked by many minute depressions. In printing, these depressions retain the ink and so produce the shadows, the high parts of the plate showing white.

To produce a plate in photogravure, the photographic sensitive film upon which the picture has been

taken is imposed upon a metal plate. The plate is then developed and the picture bitten into the metal with mordant. From the resulting plate, impressions may be taken in substantially the same manner as from a copper plate.

Of late years this process has been adapted to a cheaper grade of printing, called rotogravure from the fact that the printing is done on rotary presses. Rotogravure is much used for pictorial supplements of newspapers.

7. *Copperplate printing*.—Formerly, copperplate printing was done entirely by hand. The plate was carefully wiped by hand before the stock was fed to the press. Power was also applied by hand. The cost of production was necessarily high. The use of power presses has now reduced the printing cost of plate-printed matter to little more than that of letterpress printing.

8. *The make-ready*.—When the printing form is placed upon the press bed, it is not yet ready for printing. Some words and lines tend to print heavy. Cuts, especially if mounted on wood, may not be exactly type-high. They may come out gray unless the pressure is exceedingly strong. All such inequalities must be adjusted. This adjustment is called the make-ready. When the make-ready is rightly done, the printed side of the paper shows an even color and the reverse side shows an even impression thruout.

9. *Correcting the proof*.—The first impression

taken of type matter often contains a number of errors. When the proof is "pulled," the copy is usually read aloud by a copy-holder and the errors corrected on the proof by the proofreader. A skilled proofreader not only corrects typographical errors, but calls attention to errors in style and suggests improvements generally.

For indicating changes to be made in the proof, a kind of shorthand is used. The characters with their meanings are tabulated herewith:

- ¶ Paragraph.
- No ¶ No paragraph.
- Rom. Change from italics to Roman.
- Ital. Change from Roman to italics.
- l. c. Put in lower case, or small letters.
- s. c. Put in small capitals.
- Caps. Put in capitals.
- 3 (Dele), take out the type or matter with a line drawn through it.
- 9 Reverse the type.
- ^ Left out; insert the matter which is written in the margin.
- tr. Transpose the order of letters, lines, or words which are underlined.
- w. f. Change the incorrect type or a wrong font or style.
- Stet. Let the matter stand as it was originally set. Stet is written in the margin.
- These are put below a crossed word. Let it stand.
- ⊂ Close up.
- # Insert more space where caret is marked.
- ∨ Correct uneven spacing between letters and words. The mark is placed in the type and "even" is written in the nearest margin.
- └ Bring line to this point.
- × Change faulty letter.
- ⊙ Insert period.
- ;/ Insert comma.
- ;/ Insert semicolon.
- ∪ Push down space, which blackens the proof, into correct position.
- ▢ Indent line an em.
- /—/ One-em dash. Insert dashes of this length.
- /—/ Two-em dash.
- ✓ Less space.

Out, see copy. Something omitted. See copy.

= = Straighten lines.

Qu. or ? Is this correct? See to it.

Proof corrections should be made in the margin directly to the left or right of the error. If a line is used to connect the error and the correcting mark, this should run between the lines to the nearer margin.

10. *Styles of type.*—The variations in type faces are today almost as numerous as the variations in handwriting. Some characteristic forms in twelve-point type are here shown.

This line is set in Priory Text

This line is set in CASLON OLD STYLE

This line is set in ITALIC

This line is set in SCOTCH ROMAN

This line is set in GOTHIC

This line is set in French Script

This line is set in BODONI

This line is set in BODONI BOOK

This line is set in KENNERLY

This line is set in OLD STYLE ANTIQUE

This line is set in CHELTENHAM BOLD

This line is set in CHELTENHAM ITALIC

This line is set in CHELTENHAM BOLD CONDENSED

This line is set in Chelt. Bold Extended

This line is set in CASLON BOLD

This line is set in PABST

This line is set in HANCOCK

This line is set in PLYMOUTH

This line is set in HEARST

This line is set in Bookman

The rapid improvements on the typesetting machines render it possible to cast almost any size and face of the standard types which were formerly confined to the hand-set types.

Linotype matter is cast in continuous lines or slugs in a linotype machine.

Monotype matter is cast in individual letters, each character separate, thus affording facility in correcting.

11. *Type families.*—While the printer of a generation ago crowded his jobs with type faces as diverse as his equipment permitted, it is considered better nowadays to do good printing with but two or three type faces. Gradually, printers began asking for types in “series” or “families,” so that a job might

be set entirely in one face. Eventually the type family was evolved, in which different modifications of a single face are made in a wider range of sizes. Thus the Cheltenham family, which is the largest, embraces the following: Cheltenham (with Italic), Cheltenham Bold (with Italic), Bold Condensed (with Italic), Bold Extended, Bold Extra Condensed, Bold Extra Condensed Title, Bold Outline, Extra Bold, Inline, Inline Extended, Inline Extra Condensed, Medium (with Italic), Oldstyle, Oldstyle Condensed, Wide.

Modern advertisements are in most cases displayed in relatively few faces of the same series or family.

12. *The point system.*—Until comparatively recent years, type manufactured by different founders, tho bearing the same name, differed more or less in size. In 1878, Marder, Luce and Company undertook to remedy this defect. They divided an inch into 72 equal parts and called each $1/72$ a point. They took a Pica body which measured $1/6$ of an inch in length, as a standard. As this measured $12/72$ of an inch in length, they named this type “twelve-point,” and renamed all the other type according to the point system as follows: Nonpareil, which measured $1/12$ of an inch in length, was renamed six-point; Brevier, which measured $8/72$ of an inch, was renamed eight-point, and so on down the list. This point system was generally adopted in 1887.

The “standard line” was introduced by the Inland

Type Foundry in 1894. Previous to that time there had been no uniformity in the placing of type-faces on the body; as a result, the alignments from different faces of type, even tho they were on bodies of the same size, might be imperfect. This is shown in the following line:

hSd&mTcNmPD.hC7Uaa

Types are now cast accurately on interchangeable point bodies and, with the exception of scripts and certain title faces, align perfectly, as seen in the following arrangement of the same letters:

hSd&mTcNmPD.hC7Uaa

13. *Type bodies.*—The standard unit of type measurement is the “em.” The em is the square of the body of type. Thus, in 12 point type the em would be 12 points wide and 12 points high (or deep.) In 6 point type the em is 6 points wide, 6 points deep, and so on, for all sizes.

The relative width of the individual letters necessarily determines the number that can be set in a given line. Faces vary in width, as seen in the following illustration where the first line is set in “extended” type, and the second in “condensed.”

Alexander Hamilton Institute

Alexander Hamilton Institute

Varying widths of the same face—Cheltenham Bold—are shown in the following:

M Extended

M Standard

M Extra condensed

14. *Practical type arrangement.*—Much that pertains to type arrangement is treated elsewhere in this volume under appropriate chapter headings.

For effective arrangement select a display type that is striking in appearance, one that conforms to the general tone of the advertisement, is legible and, except in certain cases, of the present vogue.

Set introductory headings in 12-point if the body type is 10-point. This difference of two points for headings and bodies can be followed generally. The size of the headings should be in harmony with the style and size of the body.

Use 6-point or a larger size for the body of an advertisement. Type smaller than 6-point is not advisable unless much matter must be crowded into a limited space and the paper is of a high printing quality.

Among the appropriate headings one may employ 8-point for single column sub-heads. 10-point for two or three column sub-heads, and 12-point if a greater width than three columns is desired.

For display heads it is appropriate to use

from 12 to 18-point, single column
“ 18 to 30-point, two columns
“ 24 to 36-point, three columns
“ 36 to 60-point, four columns

In computing the space that a headline will occupy, allowance should be made for:

- a. Space between words, which counts as one letter.
- b. Difference in the widths of type letters.

A table showing the average number of letters in a line $2\frac{1}{8}$ inches wide may be constructed.

AVERAGE NUMBER OF LETTERS PER LINE

Type size	All caps	Caps and lower case
12-point	18	22
14 “	15	19
16 “	13	17
18 “	11	15
24 “	9	11
30 “	7	9
36 “	6	8
48 “	4	5

If it is desired to use a type size larger than 60-point, which will be but seldom, wood and not metal type must be ordinarily relied upon. Few shops carry the larger metal type. The wood type is made in multiples of 12-point or pica and its different sizes are designated as 8-line pica, 10-line pica and so on.

15. *Estimating space for copy.*—The modern newspaper and magazine practice of running a large amount of display in various sizes of type makes it difficult to estimate the number of words that will go

into a definite space. In planning matter that takes several pages, the following table arranged from data in the "Advertiser's Handbook," will be found useful:

	Words		Words	
	Per Square Inch		Per 14 agate lines, one column	
	Solid	Leaded	wide, $2\frac{1}{8}$ inches	
			Solid	Leaded
6-point	47	33	106	87
7 "	38	27	85	60
8 "	30	21	72	51
9 "	26	20	63	47
10 "	21	16	47	36
11 "	17	14	38	31
12 "	14	11	31	25

16. *Figuring stock*.—Suppose it is desired to produce ten thousand booklets consisting of 32 pages, self covered, size 6 x 9, and that the advertiser wishes to know how much stock will be required to produce the edition.

The usual method the printer would employ is to print the 32 pages in one form. He would impose the form 8 pages from left to right and four pages from top to bottom, as illustrated on page 272. There must always be added to the page size one-eighth of an inch for trimming on the front and one-eighth of an inch on the top and bottom; the size, therefore, to be considered is $6\frac{1}{8} \times 9\frac{1}{4}$, thus the size of the paper should be 37 x 49 inches. After printing one side of the sheet, the printer reverses the paper and prints the other side, which is technically known as "backing up," so that out of every sheet 37x49 inches two complete copies of the booklet are obtained, and for

ten thousand booklets there would be required five thousand sheets plus waste. The usual method and the best method is for the advertiser to consult with the printer on all subjects pertaining to the production of booklets for the obvious reason that different printing plants employ different machinery, and where one method of imposing would be satisfactory

51	81	32	01	6	42	17	91
2	31	26	7	8	25	32	1
3	03	27	9	5	82	62	4
14	19	22	11	12	21	20	13

How a printer imposes a thirty-two page type form

in one plant, it may not be convenient or practical in another. It would also be wise for the manufacturer to familiarize himself with the stock sizes of paper so that he could make his book conform in size so that it would cut economically and without waste out of the sheet.

17. *Selection of material.*—Every advertiser should know how to apply simple tests for determining the fitness of papers for specific jobs. Mr. George French in his book, "The Art and Science of Adver-

tising," gives the following suggestions on the testing of papers:

Usually, printing paper requires a surface adapted to receive the impression of the type, rather than great strength or much sizing. It is important that the paper shall be free of acid, alkali and chlorine; that it has no uncooked wood or ligneous matter; that the sheet be opaque.

To test paper for durability, tear a sheet in halves. Put one half in a dark drawer and the other in sunlight. After two weeks compare the color, and test for strength on the Mullen tester. (The Mullen tester is an apparatus for testing the strength of paper.)

To test the sizing, touch the paper to the tongue and note if the moisture is quickly absorbed or remains on the surface; or make a wide line on the paper with pen and ink, and when the ink is dry examine the edges of the line and the reverse side of the paper, to note if the edges of the line are sharp or if the ink soaks thru.

To detect clay in paper, burn a piece and rub the ashes in the fingers. What happens?

To detect dirt, hold the sheet before a light and mark each spot; count the spots and compare with a standard sample of same grade and size.

To judge of the formation of a sheet, hold it to the light and look thru it, or tear it in different places and both ways of the sheet. If properly made, the sheet will tear evenly and will not look cloudy.

To judge if a sheet will "fuzz" in printing, rub it with the coat sleeve and look across it toward the light. If it is "fuzzy" the fibres will be plainly seen standing on edge on the surface. (This test is not infallible. There are papers that are difficult to print on, on account of the "fuzz," but which endure this test successfully.)

To determine the way the "grain" runs, cut two strips one-half an inch wide by eight inches long; cut one lengthwise the sheet and one crosswise. Lay one on the other and hold

by one end between the thumb and finger, and note if the top strip supports its own weight or rests on the under strip. Reverse them. The strip cut with the grain will show itself stronger; that cut across the grain will sag more. Another method is to take the sheet of paper and fold it one way and then the other. If you fold it with the grain there will be no cracks. When you fold it the other way the sheet will break and crack.

Strength of paper may be judged by tearing it, but it can only be satisfactorily determined by using a tester such as Mullen's.

To judge the opacity of paper, lay two sheets over printed matter and note thru which the type can be more plainly seen.

To judge of the finish look across a sheet held level with the eyes.

To find the thickness of a sheet, and to estimate its "bulking" quality, fold it twice and measure it in the micrometer gauge.

REVIEW

In what way is the offset process an improvement over the earlier methods?

What is the difference in the effects produced by means of the multicolor press and lithography?

What is the importance of the "make-ready"?

What styles of type do you think would look most effective in an advertisement of silver tableware? A trick automobile? A fountain pen? A canoe? A business correspondence course?

What considerations should govern the size of the type for these articles?

How can you prevent waste in cutting when preparing a booklet?

CHAPTER XVIII

TRADE-MARKS, SLOGANS AND CATCH PHRASES

1. *Origin of trade-marks.*—The trade-mark appears to have been originally an ownership mark. Before trade was known, the savage placed some identifying mark upon the weapons he made. In hunting, the arrow identified the game. The ownership mark identified the arrow. Hence the importance of the individual mark in the entire scheme of property. When the arrow-maker developed skill in his craft, his mark was a guarantee of quality—genuineness—and it was, incidentally, an advertisement.

The oldest trade-mark of which there is any knowledge is said to be a triangle with the apex missing. This marks a piece of Egyptian pottery estimated to be of the era 2000 B. C. Chinese pottery of great age bears a trade-mark. Bricks found in excavations in Asia Minor and Egypt bear marks supposed to possess trade value as well as to indicate some form of government license. The manufacturers of Greece and Rome used trade-marks, many of them strikingly like certain ones in use thruout the world today. In the ruins of Pompeii small jars of fish sauce were found. One jar is inscribed: "Scaurus' tunny jelly.

Blossom Brand, put up by Eutyches, slave of Scaurus."

2. *Purpose of trade-marks.*—Primarily, the trade-mark exists for the purpose of establishing the identity of an article. It is the definite emblem of quality or service and is therefore an asset to the advertiser. The trade-mark establishes trade relations with the buying public; it enables the marketing firm to build up tangible good-will. It establishes the quality of an article; it stabilizes prices; it creates sentiment in favor of goods and builds markets.

The term trade-mark has several shades of meaning. Originally, it identified the article which was "traded." Now the "trade-mark" has been extended to cover any characteristic distinction in nature, color, or shape, container and the like, which is associated with the product.

As legal restrictions have come to surround the use of the trade-mark, a comprehensive definition would read as follows: "Any symbol, mark, name or other characteristic or arbitrary identification, secured to the user by legal restriction; adopted and used by a manufacturer or merchant, to designate the goods he manufactures or sells, and to distinguish them from the goods of competitors."

3. *Early restrictions.*—As early as 1512, the Council of Nuremberg restrained an impostor from selling paintings bearing the forged signature of Albrecht Dürer. In 1544, by an edict of Charles V, infringers of laws affecting tapestry trade-marks were punished

by having their right hand cut off. Charles IX of France, by royal edict, made trade-mark forgers subject to capital punishment. England began the protection of trade-marks in 1783. Connecticut and Pennsylvania were the first State governments to regulate the use of marks on goods. The national law was enacted in 1870.

4. *Creating a trade-mark*.—Usually the maker of a product wishes the mark by which the product is to be known to bear something of his individuality. Hence the “face” trade-mark. Patent medicine men have overdone this to such an extent that unless the face used as a trade-mark is that of a notably great man, the mark lacks distinction. That the face and signature of Thomas A. Edison on phonograph products, or of Luther Burbank on a seed package has selling quality as well as distinction is obvious, but the fact offers no assurance to the obscure advertiser who follows these examples.

Glen Buck, in “Trade-Mark Power,” has given twelve directions showing what is to be avoided in devising trade-marks. They are as follows:

First—Common and familiar forms do not usually make good trade-marks, for they lack distinction. The circle, the square, the crescent, the star, the diamond, the heart, the oval, the shield, the cross, all have long ago been usurped and are burdened with significance.

Second—If one is anxious to acquire legal title to a trade-mark, he will not have it resemble any other trade-mark. [The law of 1920 permits descriptive phrase or name, once forbidden.]

Third—Flags and emblems of all nations, the established devices of societies, associations and institutions should be avoided as not legally usable or protectable.

Fourth—Complicated or confused pictures or devices do not make good trade-marks, because they cannot be seen and comprehended at a glance. As they lack simplicity they lack strength.

Fifth—A good trade-mark will not depend upon any color arrangement for its effect, as it will undoubtedly be necessary to reproduce it in many places where color cannot be used.

Sixth—It is advisable to avoid designs that are higher than they are wide. A tall trade-mark is often difficult to fit into attractive and harmonious layouts.

Seventh—A trade-mark should be capable of reproduction by all engraving processes, by zincs, half-tones, and the different offset and lithographing methods, that it may be well printed on all kinds of paper and other printable materials.

Eighth—If the trade-mark is not as simple as it can be made, and carefully proportioned in all its parts, it may be found impossible to reduce it to small sizes without losing the design, or to increase it to large sizes without rendering it ugly.

Ninth—Care should be taken to evolve a design that will not print too black or too light, for undoubtedly it will be used with many styles of lettering and kinds of type faces.

Tenth—Designs that have only a temporary significance should be discarded. They may be meaningless, absurd or quite impossible of use tomorrow.

Eleventh—That which is vulgar, repulsive or ugly will never make a good trade-mark. Also, one should be extremely cautious in the use of comic motives.

Twelfth—It will save expense and trouble, and perhaps prevent disappointment, if the work of designing the trade-mark is put into trained and understanding hands. It is work that can't be hurriedly done in an idle moment by one who has no conception of the importance of the task.

5. *Trade-mark individuality.*—One of the essentials of a trade-mark is that it shall distinguish the product from others. To do this it must possess individuality. Not only is individuality necessary to prevent infringement on other similar marks, and to fulfil the legal requisite for registration, but to give *selling quality*.

Selling quality in a trade-mark means not only that the mark “stands out” so as to be remembered, but that it is readily adaptable to all advertising requirements. The Dutch girl “chasing dirt,” with her swinging stick, as depicted by the flashing light in the electric sign, not only impresses the trade-mark on the memory, but suggests to the housewife that the help



The Old Dutch Cleanser trade-mark is impressive, suggestive and has great selling value.

of this efficient dirt-chaser will be worth while. Dirt vanishes like magic and everything becomes spick and span. This trade-mark has great selling quality.

If the mark can show distinguishing features, sell-

ing quality is secured in high degree. An illustration of selling quality is found in the trade-mark of "Conklin's Self-Filling Fountain Pen." There are other self-filling pens, but none which fills in the same manner as the Conklin.



Therefore the trade-mark showing the working of the pen while it is being filled, the simple manner in which

it may be made to "drink," has the high individuality that confers the necessary selling quality.

The trade-mark is fundamentally an advertisement, hence it is subject to the same principles which govern all advertising. The various elements are practically the same in a trade-mark as in an advertisement, but *the relative value of the elements differs in each case.*

The trade-marks identifying Dutch Cleanser and Conklin's Self-Filling Fountain Pen have a marked strength of appeal. Each can be easily understood; each is concrete; each has human interest; each embodies the spirit of doing something easily that has heretofore been difficult; and each is capable of retaining its full value under the demands of the various mediums and mechanical processes of printing.



There are special requirements other than making an appeal. The Yale Lock trade-mark is particularly

well suited for locks, as it is easily read and suggests strength and simplicity, altho it carries no "human" appeal.

The Gold Dust Twins furnish an excellent illustration of flexibility, in the use of a trade-mark. The twins are taken off the package label and used to illustrate vividly the slogan, "Let the Gold Dust Twins do your work."



The trade-mark of Armour and Company, page 282, permits a series of products—Armour's Veribest Bacon, Ham, Selected Eggs, Tomatoes, and other foods to be featured under similar marks. Their advertisement features the oval label trade-mark and explains that their mark on *any* product is a guarantee of quality, for the oval label is "not only a trade-mark but a grade-mark." It was pointed out in other advertisements in an advertising campaign that the ability of Armour and Company to hold down prices lies in the fact that "Instead of marketing a *single* commodity, the same manufacturing organization and the same selling force market over *three hundred* food products at practically the same *fixed overhead charges*."

Another application of the same idea is the Na-





Learn What the Armour Oval Label Means to YOU

SUPPOSE you could have the best from the orchards, fisheries, dairies and farms of all America brought to your own door. How carefully you would select the choicest! How sure you would be of choosing the best!

Yet, this is precisely what the *Armour Oval Label* offers you—the best foods from everywhere—delivered to you in packages—perfect in condition—just as if you lived alongside the farm! For Armour is the American farmer's largest customer.

What you buy under the Armour Oval Label is always satisfactory. More, it is always top grade, for the Armour Oval Label is more than merely a trade-mark; it is unique among trade-marks in that it is also a grade-mark—the design reserved exclusively to identify the

BEST in each of Armour's pure food products. Back of it is the Armour responsibility, reinforced by a hundred million dollars invested and a half century of experience—your assurance of UNVARYING QUALITY!

The Armour Oval Label is the outward sign of the *Armour Ideal of Service to the Consumer*. Under it the best that Armour produces may be bought from dealers, no matter where you live.

Look for the Armour Oval on dealers' store fronts, and on the packages in their windows and on their shelves. It identifies Star Stockin' Ham, Star Bacon, "Simon Pute" Lard, ~~Waltham~~ Package Foods, Cloverbloom Butter, Armour's Grape Juice and Armour's Oleomargarine—Glendale (natural color), Silver Churn (white)—and many others.

Our Domestic Science Department is under the direction of Mrs. Jean Prescott Adams, food adviser. Write her, care Armour and Company, Dept. 142, Chicago, for information, menus, recipes and booklets.

ARMOUR  COMPANY

The Armour trade-mark can readily be adapted to feature each one of their many products



Identifying the Best Biscuit

Whenever you see the famous In-er-seal Trade Mark on a package of National Biscuit Company products, you may know that inside are the best crackers or cookies, wafers or snaps.

You will find the In-er-seal Trade Mark on packages of Uneeda Biscuit, N. B. C. Graham Crackers, Zu Zu Ginger Snaps; Baronet Biscuit, Social Tea Biscuit, Tokens, N. B. C. Zwieback and a host of other delightful varieties of these delightful biscuit.

No matter where you buy packages of National Biscuit Company products, you may rest assured that the contents are made of very choicest materials. Their preparation and baking are according to most scientific methods. They are clean, fresh and wholesome, and uniformly good.

**NATIONAL
BISCUIT
COMPANY**

The In-er-seal is used in exactly the same form on every National Biscuit Company product

tional Biscuit Company's "In-er-seal" mark. The difference between the use of these two trade-marks is that the "In-er-seal" mark remains the same on all packages, while the Armour mark retains only its general form and is applied to different products.

Allegorical figures are losing the strong appeal they once had. A figure of Mars as a trade-mark lacks appeal to the ordinary purchaser of revolvers, while, on the other



hand, the representation of "hammering the hammer" on an Iver-Johnson firearm appeals in a quite forcible manner to every buyer of a revolver.

6. *Appropriate trade-marks.*—A trade-mark which suggests some feature of the goods that it identifies is likely to be more forceful and consequently to have greater selling value than any arbitrarily chosen device. It may be simply descriptive as "Swans Down" cake flour, the winged foot of the Goodyear Company for tires, "Rub-dry" towels, "Come-Packt" furniture, "Slidewell" collars, "Simon Pure" leaf lard, "Holeproof" hosiery, and others.



Reg. Trade Mark

The spinning wheel, the trade-mark of James McCutcheon's linens, is an illustration of appropriateness in marks.

The name "Prophylactic" means "tending to prevent disease" and goes well with the slogan "a clean

tooth never decays." "Kiddie-Koop" is relevant in its suggestion of making the "kiddie" safe in his crib. "Wear-Ever" suggests durability and serviceableness in aluminum kitchen utensils.

7. *Trade-marking perishable eatables*.—One of the latest tendencies in advertising is to put a trade-mark upon perishable eatables, especially fruits.

One of the most fitting trade-marks of this sort is the term "Sunkist" for oranges. As used in the advertising pages of magazines, the color of the orange with the suggestion that it is "sun-kissed," ripened by the sun, is most appealing. The appetite needs little further stimulus to want a Sunkist orange.

The trade-mark Sun-Maid is a similar treatment of a food product where the suggestion of "Bond" for bread is excellent. Tho the word does not necessarily suggest the product it is one to inspire confidence in the claims made by the company in their copy.

8. *Trade-mark as a reminder*.—The value of the trade-mark as a reminder is particularly high in those fields where competitive products—all approaching the same degree of quality—are numerous. Suppose a city man finds that he has use for a saw. He makes a note to call at a hardware store to buy a saw. So far, he is concerned only with his need for any good saw at a fair price. Before calling at the store, he remembers that, ten years before, his father had several saws which gave good service. He has a hazy recollection that those saws were marked with a key-stone of some sort.

When he gets to the store he looks over a number of saws. One of them bears the "Keystone Mark." Then the customer remembers that that good saw of his father's was a Disston. So he buys a Disston; the trade-mark, acting as a reminder, makes the selection for him.

9. *Preventing substitution.*—The manufacturers of Lea & Perrins Sauce are constantly called upon to prevent the use of substitutes, which are offered for consumption in a Lea & Perrins bottle bearing the genuine label. The restaurant keeper buys a number of bottles of the genuine sauce, carefully preserves the labels intact on the bottles and refills them with a cheap mixture. This involves considerable labor, affords but little extra profit, and may drive away trade, but it is often done, and shows to what lengths substitution will be carried. The non-refillable bottle and the pasting of a genuine label over the cork are precautions against this kind of substitution.

If a purveyor will go to such extreme measures to substitute, what chance has a firm to build up a reputation on a product which is not protected by a trade-mark? While some lines of trade-marked goods are, from the nature of their use, subject to piracy even when trade-marked, ordinarily a distinctive trade-mark insures reasonable protection against substitution.

The refilling of an original package is held to be substantially the same as giving out a brand of goods when another brand has been requested; yet this con-

DISSTON

SAWS AND TOOLS

"I've never sawed with anything but a Disston"

Sixty-three years ago, this veteran carpenter bought his first Disston saw. He is still sawing with it.

His name is Charles H. Fields. He lives in Brooklyn. He was born seventy-nine years ago—one year before Henry Disston manufactured the first Disston saw.

In his sixteenth year, young Fields finished his apprenticeship in Rye, New York. By that time the foreign make of saw, which had been popular with American carpenters, had practically disappeared before the successful competition of Disston saws.

The young carpenter promptly added both a Disston rip-saw and a Disston cross-cut saw to his equipment. In those days he had to go into the woods, fell his own trees, square them off, cut them into lengths, and finish them into lumber.

Thirty years ago, he added a new Disston hand saw to his collection. It's a "76." He still calls it his "new Disston."

But he has never abandoned his sixty-three-year-old Disston. It is his "baby."

The saw that has stood faithfully by old carpenters through thick and thin for generation after generation is a good saw for you to buy.

You will find Disston saws in the hands of three out of every four carpenters everywhere. The great edge-holding Disston blade, made of fully tempered Disston crucible steel, has made thousands of Disston saws last a lifetime in the hands of thousands of industrious members of the carpenter's trade.

Talk to nearly any white-haired carpenter in your neighborhood and have him tell you the interesting history of his Disston saws.

Disston saws and tools are sold by all progressive hardware dealers in your vicinity. Send for the free Disston Handbook of Saws. It contains many valuable suggestions on the care of Disston saws and tools.



Henry Disston & Sons, Incorporated
Philadelphia, U. S. A.

Canadian Works: Toronto, Canada

Chicago Cincinnati Boston San Francisco
New Orleans Memphis Seattle
Portland, Ore. Bangor, Me.
Vancouver, B. C.
Spokane, Australia

In this advertisement the importance of a trade-mark is emphasized by reproducing it in the text and in the illustration

stitutes but a small part of the substitution methods of dishonest dealers. If the customer has but a hazy idea of what brand is wanted, and should ask for "the cleaner with the twins on it," or "the chocolate with the girl on the label," there is a chance to substitute. To prevent just that, some firms which have been particularly subject to this form of commercial piracy lay special emphasis in their advertising on the trade-mark. The Coca-Cola Company says: "Demand the genuine by full name—nicknames encourage substitution." The B. V. D. Company in the advertisement on the opposite page, for example, features its trade-marked label at the top of the advertisement and says: "If it *hasn't* the Red Woven Label shown above, it *isn't* B. V. D. underwear."

10. *Registration of a trade-mark.*—Registration is evidence of a public nature, that the one registering the trade-mark claims a right in it. Registration creates no domestic rights; it merely makes public the claim to ownership. Once owner of the design, the use and the right to advertise a distinctive mark has been acquired; registration then provides an additional safeguard against infringement. Registration in this country does, however, protect the owner of a domestic trade mark for having it pirated in some foreign countries. As to this, consult the Text on "Foreign Trade and Shipping."

11. *The slogan.*—Attached to the trade-mark is often found a phrase that helps to fix the trade-mark in the memory. This slogan is more than a catch

MADE FOR THE

B.V.D.

BEST RETAIL TRADE

(Trade Mark Reg. U. S. Pat. Off. and Foreign Countries)

THIS world-known label on Summer Underwear is the Sign-Post on the Road to Comfort that guides you straight to Money's Most.

If it hain't the Red Woven Label shown above, it isn't B.V.D. Underwear.

"B.V.D. Closed Crotch Union Suits (Pat. U. S. A.) B. V. D. Coat Cut Undershirts and Knee Length Drawers."

The

B. V. D. COMPANY,
NEW YORK.



The advertiser in this advertisement aims to prevent substitution by featuring his trade-mark

phrase; it has greater significance and is often an evidence of service.

The following expressions may be properly classified as slogans:

"One Policy, One System, Universal Service."—American Telephone and Telegraph Company.

"Ask the Man Who Owns One."—Packard Motor Car Company.

"The Linen Store of America."—James McCutcheon and Company.

"There's a Reason."—Postum Cereal.

"His Master's Voice."—Victrola.

"Velvet Grip."—Boston garters.

"No Metal Can Touch You."—Paris garters.

"57 Varieties."—Heinz Company.

"Not the Name of a Thing, but the Mark of a Service."—Mazda lamp of General Electric Company.

"A Clean Tooth Never Decays."—Prophylactic tooth brush.

"A Sensible Cigarette."—Fatima.

"It Floats—99 $\frac{4}{100}$ % pure."—Ivory Soap.

"Has the Strength of Gibraltar."—Prudential Insurance Company.

"Silver Plate That Wears."—Rogers Bros., 1847.

"Hasn't Scratched Yet."—Bon Ami powder.

"Let the Gold Dust Twins do your Work."—Gold Dust washing powder.

"The Watch that made the Dollar Famous."—Ingersoll watch.

"If it isn't an Eastman, it isn't a Kodak."—Eastman Kodak.

"Have you a little Fairy in your Home?"—Fairy Soap.

12. *Catch words and phrases.*—Closely allied to the slogan is the catch phrase, which stands second to the picture in attraction value. A striking word or phrase will remain long in the memory.

The identification mark, catch word and slogan used by Simmons Hardware Company is a good illustration of the comparative use of these different elements. The identification mark, in this case, consists of the triangular blade cutting cleanly thru the rectangular bar. The trade name, which is a catch

Be guided by
This Trade-Mark



"The recollection of
QUALITY remains
long after the PRICE
is forgotten."

—E. C. SIMMONS.
Trade Mark Registered.

The KEEN KUTTER trade-mark will never fail you. When you see it on tools and cutlery you can absolutely depend on their high quality. For years, its dependability has been universally recognized.

SIMMONS HARDWARE COMPANY

word lettered in characters with sharp edges, is "KEEN KUTTER." The slogan is "The Recollection of QUALITY Remains Long After the PRICE is Forgotten."

There are two tendencies in the use of catch phrases: the short and rhythmic phrase, not necessarily a complete sentence, and the phrase in the form of a complete sentence. "Taste the Taste" (Underwood Devilled Ham), "The Nation's Spread" (Karo), are phrases exemplifying the first tendency. "Don't buy a pig in a poke," used by the Majestic Manufacturing Company, and "Buy insurance when you buy your spoons," used by the Holmes and Edwards Silver Company, are illustrations of the completed thought form.

Of special appeal to the thrifty farmer is the question, "WHY PAY FOR GASOLINE WHEN WIND IS FREE?" (to advertise the Samson windmill). This phrase not only has selling quality, but savors so strongly of country store philosophy as to make it stand at the top for appropriateness. "Hook 'er to the biler" (Ridgeway Elevators) illustrates the colloquial catch phrase in the imperative form.

There has always been a strong tendency toward the use of rhymed catch phrases. "A Kalamazoo direct to you," of the Kalamazoo Stove Company and "The ham what am" being typical of the Armour Company; "All the taste—none of the waste" (G.

Washington Coffee), "The Wilson label protects your table" (Thomas E. Wilson Co.), "An apple a day keeps the doctor away" (Skookum), are good examples of phrases that are "catchy."

13. *Other tendencies in trade-marking.*—Along with trade-marking perishable eatables there are other recent tendencies that are rather ingenious. Music is being trade-marked by the Victor and Columbia Phonograph Companies. Parasols have a trade-name inserted on the inside of the ribs. In Chicago, the City Fuel Company uses the representation of a coalman, entirely made of coal, in all its advertising. Cartoons are marked with the insignia of the artist. The London Feather Company uses a tiny label of celluloid as a mark, which is sewed inside the stem of each ostrich plume.

Because of this tendency to trade-mark everything that is advertised, it becomes more and more necessary that the trade-mark be simple, distinctive, appropriate, striking, suggestive and imbued with real appeal and selling value. To have the full protection of the law, every trade-mark should be formally registered in the patent office at Washington.

REVIEW

In what did trade-marks have their origin?

How is a trade-mark an asset of the advertiser?

What is the value of an appropriate name as a trade-mark?

What is the value of a trade-mark to the public?

How does registration of a mark protect the advertiser?

CHAPTER XIX

LEGAL LIMITS AND RESTRICTIONS ON ADVERTISING

1. *Restrictions of the Federal Government.*—Advertising is relatively too new a branch of business to have become directly subject to Federal control. Altho Congress has the power to regulate interstate commerce and has complete control of the mails and of trade-marks, like the Dominion Parliament, it has used this power only for the following purposes: (1) to prevent lotteries; (2) to insure the sale of pure foods and drugs; (3) to prevent the mails from being used to perpetrate frauds. In the regulation of all these matters, however, restraint on advertising is incidental.

The Federal pure-food law limits the advertiser in making representations concerning the materials composing the food and drug products sold by him.

The Food and Drugs Act of 1906 reads as follows:

The term "Misbranded," as used herein, shall apply to all drugs, or articles of food, or articles which enter into the composition of food, the package or label of which shall bear any statement, design or device regarding such article, or the ingredients or substances contained therein which shall be false or misleading in any particular, and to any food or drug product which is falsely branded as to the state, territory or country in which it is manufactured or produced.

The Canadian Adulterations Act provides heavy penalties in similar circumstances.

The term "lottery" has been broadly defined as "a scheme for the distribution of prizes by lot or chance; a game or hazard in which small sums of money are ventured for the chance of obtaining a larger value, in money or other articles."

Congress has passed statutes forbidding the use of the mails for sending a letter, postal card or circular "concerning any lottery." Advertising of any kind pertaining to lotteries is forbidden and penalties are prescribed for sending lottery advertisements into the United States or from one state to another. In Canada, the laws against lotteries are enacted by the Dominion Parliament as of right, and are very stringent.

The mere fact that all the purchasers of chances are, in any event, to receive a full return for their money will not make the plan legal. If it is likely that some purchasers may receive more than others, the scheme will be a lottery. When the distribution of prize offers is determined solely by skill or judgment, there will be no lottery; but this rule is violated if skill is apt to be thwarted by chance. There is no lottery when no consideration is paid; but a consideration may consist in the rendering of services. Whether the filling in of a form on the part of the purchaser is a sufficient consideration is doubtful, but to furnish the names of other prospects would probably be indefensible.

One of the most effective means of conveying the idea of authenticity, or reliability, is to show a reproduction of an addressed envelop bearing the stamp and post mark, or the reproduction of the money that is to be paid out in a prize offer. Such reproductions of stamps or money are considered illegal in the United States.

Altho the Federal law prohibiting representations of either United States money or postage stamps is supposed to be known by advertisers, in many instances advertising matter has been held up because of the non-observance of this law. In one case the entire edition of a magazine was kept from transmission by mail until the representation of a postage stamp could be blotted out.

2. *State regulations.*—The states generally have passed laws governing the sale of foods and drugs. Those laws may be summarized as follows:

(a) The label must describe the contents accurately.

(b) It must contain a statement of the quantity or proportion of morphine, opium, etc.

Negative provisions:

(a) The label must not contain anything which is false or misleading in any particular regarding the ingredients or contents.

(b) It must not bear the distinctive name of another article.

(c) It must not have an incorrect or obscure statement of weight or measure.

Many of the states prohibit lotteries by constitutional provision, and they have generally enacted statutes that prohibit lotteries and the various transactions connected with them.

3. *Postal regulations.*—The postal authorities enforce rates for the different classes of mail which the advertiser sends out, and regulate the use to which inquiry coupons may be put.

The third-class rate is of great interest to the advertising man, altho attempts have frequently been made by advertisers to get the benefits of second-class rates. Printed engravings, printed circulars (or circulars made by the mimeograph and similar processes), other matter in print (except books), proof sheets, etc., are included in third-class mail matter.

Upon matter of the third class, or on wrappers, envelops or tags inclosed or attached to it, the sender may write his name, occupation, business and address.

Other miscellaneous postal regulations may be summarized as follows:

Typewriting and carbon letter press copies of typewriting are classed as handwriting. Matter reproduced by photographic process (including blueprints) is printed matter; matter printed on material other than paper is fourth class.

A circular which is defined as a printed letter, sent in identical terms to several persons, may bear a date and the name and address of the sender and the person addressed. When a name or date, other than those of the sender or addressee, is typewritten in the

body of the circular except to correct a genuine typographical error, the circular is subject to postage at the first-class (letter) rate, whether sealed or unsealed.

Reproduction or imitations of handwriting and typewriting done by means of the printing press, multigraph and similar mechanical devices are treated as third-class mail, provided they are mailed at a post-office in a minimum number of twenty, identical, unsealed copies; if mailed elsewhere, or in smaller quantities, they take the first-class rate.

The Curtis Publishing Company restricts the acceptance of coupons as advertising matter as follows:

No copy is acceptable bearing a coupon, the redemption value of which equals or exceeds the news-stand value of the publication in which it appears.

Third-class mail in Canada includes bona fide samples, printed pamphlets, printed circulars, maps, photographs, drawings, engravings, book jackets, manuscripts of books or newspapers, calendars, printed or written music, proofs of printing, with or without the manuscript. The rate is one cent for two ounces or a fraction thereof. Third-class matter must be put up so as to admit of easy inspection. The limit of weight is five pounds, and ten pounds for a single book. Third-class matter may also be mailed at parcel-post rate, in which case the limit of weight is eleven pounds.

Circulars typewritten are subject to the letter rate.

Circulars produced in imitation of typewriting are allowed to pass at the one cent per two ounces rate when at least twenty copies in exactly identical terms are handed in to the post-office at one time.

The rate for second-class matter—newspapers and periodicals—is one cent for four ounces.

The Postal Laws and Regulations of the United States, section 462, paragraph 7, on the subject of coupons, reads as follows:

Coupons, order forms and other matter intended for detachment and subsequent use may be included in permanently attached advertisements, or elsewhere, in newspapers, and periodicals, provided they constitute only an incidental feature of such publications and are not of such character or used to such extent as to destroy the statutory characteristics of second-class publications, or to bring them within the prohibition of the statutes denying the second-class rate postage to publications “designed primarily for advertising purposes,” or to give them the characteristics of books or other third-class matter.

4. *Municipal regulations.*—Questions of local interest are usually regulated by state laws or by municipal ordinances. With reference to overhanging signs, municipal regulations in general concern one or more of the following restrictions:

Area shown, or projection upon the street, height above street, or degree of obstruction of public travel.

Material of which signs are made.

Attachment to building or other support.

A typical law in force in the District of Columbia reads as follows:

Signs must be authorized by the inspector of buildings and no such sign can project more than three feet six inches beyond the building line, or be lower than eight feet above the surface, if projecting over an alley.

Where restrictions affecting the size of billboards are in force they are usually based upon possible danger from windstorms. As these restrictions are more necessary in thickly populated districts than in the country, they are, in many states, given over to the municipal authorities.

Among the ordinances passed by the city of Chicago for the regulation of billboards is the following:

All signs or billboards other than those painted or erected upon any building, shall be limited in their superficial area to one hundred (100) square feet. . . . No such sign or billboard shall be constructed at a greater height than ten (10) feet above the level of the adjoining streets; in case the grade of the adjoining streets has not been established, no sign or billboard shall be constructed at a greater height than ten (10) feet above the surface of the ground.

In many states, billboards of any size may be erected on private property, provided that they are erected in a safe manner. Frequently, flagstaffs, weathercocks and solid signs of any sort are not allowed to rise more than a specified number of feet above the roof.

5. *Constitutionality of billboard restrictions.*—The fight against the billboard is one of long standing. A number of states and several of the Canadian provinces have passed laws regulating roadside billboards,

while the municipalities have sought thru taxation, licensing or direct prohibition to restrain the use of the billboard when attached to buildings. More frequently the Canadian statutes, where these exist, are directed against indecent advertisements. In most cities and towns there are municipal ordinances regulating and licensing advertisements with a view to restricting and regulating them.

The decisions in most of the state cases have been made on the ground that while the city can regulate the construction of billboards to protect the health and safety of the citizen, it cannot for esthetic reasons restrict the use of private property.

6. *Distribution of circulars and dodgers.*—Dodgers and handbills distributed carelessly in streets and areas are classified under the head of "public nuisances"; city and state regulations in this regard vary widely.

The Pittsburgh ordinance reads as follows:

Be it ordained and enacted by the City of Pittsburgh . . . that hereafter it shall not be lawful for any person or persons to distribute by throwing from wagons or other vehicles, any handbills, dodgers or other advertising device.

The distribution of handbills and other printed advertising matter is forbidden by Section 41 of Chapter 47 of the Revised Ordinances of the city of Boston, as follows:

No person . . . shall distribute to persons on a street handbills, cards, circulars, or papers of any kind except newspapers.

In New York, New Jersey, and Pennsylvania, the insertion of circulars between the leaves of a newspaper has been made a criminal offense.

Many national concerns as a part of their sales campaigns have included a wholesale distribution of samples and descriptive literature. Their activity in this respect has been greatly curtailed by ordinances similar to the above.

The constitutionality of these ordinances raises interesting legal questions. On the part of the municipalities, they are claimed to be a valid exercise of the police power in the interest of residents to prevent the streets from being littered with advertising matter and the like. Cases are cited of children or pet animals having been poisoned by imbibing samples of pills, medicines and certain kinds of foods—but it has never been proved in any instance that the illness actually resulted from the use of the article. Where the campaign is part of an interstate movement, distributors assail such ordinances as a tax of restraint on interstate commerce.

The only case decided by the United States Supreme Court in which this question has been involved is popularly known as the Robbins decision. Robbins was a salesman in Tennessee for an Ohio stationery concern. A local ordinance in Tennessee required the payment to the county of a certain sum weekly by persons who offered goods for sale by sample. Robbins was arrested for refusing to pay the tax, and the case was carried to the United States

Supreme Court, which held that this amounted to a tax on interstate commerce and was therefore illegal.

The prohibition of the statutes denies the second-class-rate postage to publications "designed primarily for advertising purposes," or to give them the characteristics of books or other third-class matter.

7. *Protection of trade-marks.*—A brief summary of trade-marks as they relate to the unfair trade law follows:

Trade-mark law is only a particular phase of unfair trade law. Unfair trade law relates to all matters by which the trade of one person is unfairly obtained by another. Trade-mark law pertains to a special agency used in trade in relation to which certain rules have been established.

It is unfair trade for one dealer under certain circumstances to use the particular shape of a bottle or other container or the same design of label which is owned and used by another, altho there may be no technical trade-mark right in any of these. . . . The question of unfair trade is often raised in those cases in which one trader in his business uses colors, designs or shapes similar to those used by his neighbor. No question of trade-mark infringement is involved in such cases.

It will thus be seen that adequate protection of what the trade-mark stands for embraces more than the mere protection of the mark itself. It is only at the point where the trade-mark itself is actually infringed that the law becomes general. Trade-mark infringement assumes that the trade-mark identifies and protects the rightful owner. Unfair competition may, and often does, exist where no trade-mark is imitated, but *where one attempts to pass off his*

goods as the goods of another. The proof of such an attempt is based on the likelihood that the purchaser may be deceived. Imitation of a trade-mark is practical evidence that an attempt is to be made to pass off the goods under the imitative brand for those of the original trade-mark. Unfair competition, on the other hand, commonly must be proved from the evidence of those who know whether or not deception has been practised.

Several years ago an interesting case was decided in the Montreal courts which illustrates what is meant by unfair and fraudulent competition. The Molson's Brewery Company, Limited, entered an action to protect its rights in a trade-mark attached to bottles containing Molson's India Pale Ale. The complaint of the company was that the defendant, a saloon keeper, had infringed its trade-mark by attaching to bottled ale of an inferior quality a label in similar form to Molson's, but bearing the title "Nelson's India Pale Ale"; that bartenders and others had been instructed to place their thumb over the first two letters of the name when serving the ale, so that the customer would see only ". . . lson's India Pale Ale." This it was alleged was an illegal and fraudulent act and constituted an infringement of the trade-mark of Molson, for which a sum of \$5000 damages was asked, together with an injunction to restrain the defendant from such illegal acts. Judgment was rendered condemning the defendant to pay damages of \$100 and costs, and restraining him from using the

Nelson label or any label resembling or in any way similar to it upon any goods made, bottled or sold by him.

8. *Registration regulations.*—Section 3 of the United States Statutes concerning the Registration of Trade-Marks gives in detail the restrictions thrown about registration. Distinctiveness is the first essential of a trade-mark. Resemblance between trade-marks so close as to produce confusion is forbidden. The mark must consist of matter neither immoral nor scandalous. Flags, coats of arms or other insignia of any state are non-registrable as trade-marks for goods. The emblem or device of any fraternal society, any institution or corporation must not be adapted or imitated.

The portrait of an individual cannot be registered without the individual's consent.

Section 11 of the Canadian Trade Mark and Designs Act provides that the Minister (the minister of agriculture is in charge of the department) may refuse to register any trade-mark:

(a) If he is not satisfied that the applicant is undoubtedly entitled to the exclusive use of such trade-mark;

(b) If the trade-mark proposed is identical with or resembles a trade-mark already registered;

(c) If it appears that the trade-mark is calculated to deceive or mislead the public;

(d) If the trade-mark contains any immorality, or a scandalous figure;

(e) If the so-called trade-mark does not contain the essentials necessary to constitute a trade-mark, properly speaking.

9. *Infringements*.—Were trade-marks invariably simple devices, such as some geometrical shape or peculiar figure, the determination of infringement would be a comparatively simple matter. Were all trade-marks, too, as simple and distinctive as the figure used to distinguish Dutch Cleanser, any material imitation would be easily noted and determined. But design alone does not always constitute their distinguishing characteristic. Often there are several elements in the design itself, while the wording may also be made a part of the mark.

As a consequence, infringements may be present under a wide range of conditions. Among the many cases included under unfair competition are:

- (a) Imitation of a device used as a trade-mark.
- (b) Deception in the use of geographical, personal or descriptive names.
- (c) Imitation of the label, container or article itself.
- (d) The use of devices of any kind which cause a product to be considered interchangeable in marketing.
- (e) Refilling a genuine container with a product other than genuine.
- (f) Active or passive substitution.
- (g) False representation, as of locality or condi-

tions under which the product was grown, manufactured or produced.

(h) Deceptive advertising.

It will be noted that some of these cases have to do with imitation of the trade-mark, since the trade-mark of a product distinguishes it from others. As the distinguishing mark may be a device, name, label, design or container, the term "trade-mark infringement" is an element in unfair competition in many cases, or may even constitute unfair competition.

Laws prohibiting the counterfeiting or imitation of labels have been passed in twenty-one states and in the District of Columbia. In Canada the Dominion Parliament has exclusive legislative jurisdiction with respect to trade-marks.

10. *Remedy for infringement.*—The remedy for infringement lies in a court of equity, and in Canada in a superior court. The usual steps are as follows:

A, who is entitled to the use of a trade-mark or other distinctive mark, learns that B is infringing upon the exclusive right held by A. If B's infringement consists of an imitation of the trade-mark, presentation in court of the original and infringing labels is sufficient cause for an injunction. If damage has resulted, the amount must be proved and a money judgment will be entered.

In case B has employed any of the methods of unfair trade, other than the actual copying of the trade-mark, the legal procedure is substantially the

same. In order to make his case, however, A must have witnesses to prove his contention, as the trade theft may consist of a large number of acts which can be told only by witnesses.

The name of an individual firm, corporation or association, not written, printed, impressed or woven in some particular or distinctive manner, or in association with a portrait of the individual, or merely in words or devices which are descriptive of the goods with which they are used, or of the character or quality of such goods, or merely a geographical name or term, cannot be registered as a trade-mark.¹

Such are the restrictions which prevent registration in the United States. Non-observance of these restrictions is a bar to either defense or recovery in court. Property value exists, not because of registration, but because of lawful use. The Canadian Statute provides a penalty of not less than \$20 nor more than \$200 for any person who knowingly misuses the trade-mark of another or knowingly sells goods marked with a false trade-mark.

11. *Deceptive advertising*.—In a decision handed down by the Supreme Court of the United States, on April 24, 1916, undue exaggeration in advertising is specifically opposed. According to this decision an advertiser has no right to raise false expectations

¹ By a statute of the United States the use of the emblem of the Greek Red Cross on a white ground, or the words "Red Cross" or "Geneva Cross," or any simulation thereof for the purpose of trade is prohibited unless use was begun prior to January 5, 1905. A Red Cross mark which is lawfully used is particularly valuable, as it has been impossible to adopt such a mark since 1905. 12 *Modern American Law*, 492-493.

on the part of a customer, or knowingly to invent advantages and virtues that the goods do not possess.

The following paragraph in the decision is significant:

An article alone is not necessarily the inducement and compensation for its purchase. It is in the use to which it may be put, the purpose it may serve; and there is deception and fraud when the article is not of the character or kind represented and hence does not serve the purpose.

12. *Personal right of privacy*.—There is in law a doctrine which is coming to be widely held, that a person is protected from an unauthorized use of his photograph or likeness.

A well-known New York case centered about the widespread publication of a young woman's face on an advertisement of a brand of flour. The court refused to enjoin such publication. In another case, in New Jersey, the publication of the plaintiff's name and picture on the labels of bottles of a patent medicine supplied the cause for complaint. Here the plaintiff was granted an injunction. In still another case, in Georgia, an unauthorized indorsement of an insurance company was published, accompanied by a likeness of the supposed writer. The court's decision favored the plaintiff.

The courts, which have refused to grant relief in such cases, base their opinion on the fact that no property right is involved and that courts of equity will lend their aid only when such a right exists. A

year after the decision by the New York Court of Appeals, the New York legislature enacted a statute which makes the unauthorized use of the name or picture of any person for purposes of trade a misdemeanor. Similar statutes have been enacted in many states. Other states have reached the same result, in the absence of a statute, by recognizing the right of personal privacy as a distinct legal right, irrespective of any question of property.

Of course, where a person has acquired national renown, his name and likeness become, in a measure, public property, and he cannot ordinarily object to the various uses to which his photograph is placed. The above statements are applicable only to individuals who have not acquired this public reputation.

13. *Property right in advertisements.*—Every advertiser has a property right in his advertisement. If these properties are destroyed, the owner has certainly a right of action. Aside from what is afforded by the copyright or trade-mark laws of the Federal government, and the label and trade-mark laws of the several states, the law seems to offer little protection in such cases. Thus it has been held that the mere fact that the plaintiff in an action "has advertised the article extensively and has promoted and increased the demand for the article" does not warrant an injunction. But even this case seems to be simple, for there was no attempt here to confuse the goods of the competitor with those of the earlier advertiser.

In a case decided in a local court, it was held that a laundry company which had started a campaign by publishing the word "stopurkicken" could not recover from an envelop company which published cards bearing the same word, and under it the name of the envelop company.

Since the courts are thus at sea on the question of property rights in advertising, legislatures, it would seem, should be called on to settle the question.

REVIEW

Give a summary of state laws on the sale of food and drugs.

What are the usual restrictions placed by municipalities upon overhanging signs; upon billboards?

What do you understand by adequate protection of a trade-mark; by infringement; by unfair competition?

Name some of the restrictions thrown about registration of trade-marks.

What steps would you take if you found some one infringing on your trade-mark?

Discuss the property rights of advertisers in their advertisements.

NOTE: Numerous questions of business practice and procedure are discussed in detail in the Modern Business Reports. The current list will show those which are especially related to this volume. Among them may be mentioned

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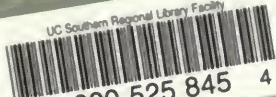
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